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THE NATIONAL NEWSPAPER OF MARKETING

'Managements Must Be Increasingly Careful' . . .

Prove Effectiveness of Your Papers as Media, Veckly Admonishes NBP

Lasser's Goldman Says Business Paper Revenue Was Off 4%, Net Off 20%

Retiring Chairman Smith Urges Further Moves Toward ABP-NBP Merger

PHOENIX, April 16—The business papers that prosper in the '60s will be those which give the most proof of advertising effectiveness, John Veckly, director of the advertising division of U.S. Steel Corp., bluntly told the spring meeting of National Business Publications here this week.

His presentation was one of a score of speeches and round table discussions focused on business publishing problems in the next decade, the general viewpoint being that opportunities will be bright for business papers, but that costs and other factors mean harder, more intelligent application of publishing know-how than ever before.

"Management must be increasingly careful about how money is spent," Mr. Veckly asserted. "They don't want opinions about the value of advertising any more—they want proof.

"We need," he said, "more proof that your circulations contain the right people for us. More proof that your readers have an important say in the purchase of our

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PHOENIX, April 16—A specific charge to the incoming administration to work toward unification of the business press was voiced at the meeting of National Business Publications here this week by Richard P. Smith, of W. R. C. Smith Publishing Corp., outgoing NBP board chairman.

Declaring that if the business press is to achieve its complete destiny it must realistically determine to "close ranks, unite and march forward together," Mr. Smith said he hoped to achieve his goal of "one [association] for all" during his administration but had not done so, despite "some progress."

■ "I should therefore like to make a very serious and deliberate recommendation to my successor and the new board of directors of NBP," he said. "I should like to propose that NBP extend the necessary initial invitations and encourage the essential joint sponsorship of a meeting in Washington to explore the possibilities of bringing the business press to-

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Available Market Data Is Cataloged

This is the 12th annual "Market Data Issue" of ADVERTISING AGE. Starting on Page 79 and continuing through Page 153 will be found a special section devoted entirely to market data. In it there is a description of more than 1,500 pieces of market data available from media, trade associations and other sources. Convenient coupons for requesting this data are scattered throughout this section. Check through this wealth of material, write down the numbers of items you want, and then use the handy coupons to request the data you would like to receive.

Not Just at Budget Time . . .

Keep in Day-to-Day Contact with Management, Ad Managers Urged

West Coast ANA Hears Calpak's Runyon; Moore Urges All-Ad TV Show

SANTA BARBARA, April 15—Instead of confining their thinking to their own immediate jobs of selling their company and its products, admen should give urgent thought to the development of a personal philosophy about advertising, one they can believe in, then "stand up and defend advertising whenever it is challenged."

So asserted E. M. Runyon, director of advertising and promotion for California Packing Corp., speaking at the annual West Coast meeting of the Assn. of National Advertisers held here this week.

Mr. Runyon was one of a number of speakers who expressed concern about the public relations of advertising. In his opinion, management offers a fertile field for propagating an understanding of what advertising is and is not, and what advertising's basic functions and purposes are. This is a necessary job, he said, because management is often too busy with its own responsibilities to attain this understanding.

He told admen that if they are not at the highest levels of management decisions, they should seek a close relationship with someone who is. Then, instead of being represented only at budget time, the adman can, through day-to-day contact, keep the record straight where advertising is concerned, Mr. Runyon said.

"Executives want to believe in

(Continued on Page 167)

kerid

EAR THIS—*Blair Laboratories has been running this ad in Columbus and Rochester to test its new Kerid ear drops. Other newspaper advertising appears in Buffalo. The test campaign is slated for 26 weeks. Doyle Dane Bernbach, New York, is the agency.*

Dailies' National Ad Volume in '58 Off 5%, BofA Says

GM, Ford, Chrysler Were 1-2-3 in 1958 Despite Big Cutbacks

NEW YORK, April 15—National advertising in newspapers in 1958 was down 5.1% from 1957, sliding from a volume of $757,401,000 to $719,049,000 last year.

The final 1958 estimates for newspaper expenditures, made public today by the Bureau of Advertising, American Newspaper Publishers Assn., also showed that the biggest single category—automotive advertising—declined

(Continued on Page 163)

Over 50% of Net TV Placed by 8 Agencies

NBC Study Finds Bates Billed $52,330,979 in '58, Passed JWT, Y&R for Lead

NEW YORK, April 17—Eight agencies, billing more than $24,000,000 each in gross time sales, placed more than half of all the network tv business during 1958, according to an analysis by the research department of National Broadcasting Co.

Fifteen agencies, with upwards of $10,000,000 each in the medium, accounted for 71% of the total billings on all three national networks. Approximately half of the 136 agencies that were active in network tv last year shared about 1% of the total network tv billings among them. Some 34 of the agencies billed under $50,000 in the medium.

All these tabulations were made by NBC on the basis of estimates by the Leading National Advertisers and Broadcast Advertisers Reports. They cover gross time billings only for agencies of record on network tv; they do not reflect billings that accrue to agencies which have products on a shared show but are not the agency of record on that show. They also do not take into consideration talent and production costs, which might change the rankings in some cases.

■ The big three on the list were Ted Bates & Co., which muscled into first place by increasing its 1957 spending level about $11,900,000 for a total of $52,330,979.

J. Walter Thompson Co. held second, with $49,863,969, or some $6,400,000 more than in '57. Young & Rubicam dropped from first to third with $49,439,489, an increase of only $2,500,000 over 1957.

Others among the dominant eight were Benton & Bowles; Batten, Barton, Durstine & Osborn; Dancer-Fitzgerald-Sample; McCann-Erickson and Leo Burnett Co.

Biggest spenders at American Broadcasting Co. were, in order, Y&R, Grant, JWT, Dancer-Fitzgerald-Sample and McCann-Erick-

(Continued on Page 8)

$1,250,000 Chun King Account Moves to BBDO

DULUTH, April 16—Chun King Sales Inc. today moved its $1,250,000 Chinese foods account from J. Walter Thompson Co. to Batten, Barton, Durstine & Osborn.

Jeno Paulucci, Chun King president, told ADVERTISING AGE that he has been shopping for a new agency since last December. "J. Walter Thompson Co. felt satisfied with a 10% sales increase for our company each year," he said. "I thought that we should do twice that amount with the huge potential market that we have for our products."

Mr. Paulucci admitted that Chun King has had sales gains ranging from 10% to 20% every year for the last four years, although he declined to quote sales figures.

■ "I think the Thompson agency is an excellent one and I have no intention of getting into a controversy with the agency," Mr. Paulucci said. "However, I did not feel that their new ad program was on target for us and notified them of my feelings on April 3. On April 10, I told them that they

(Continued on Page 163)

Last Minute News Flashes

Duffield Is Named President of Popular Science

NEW YORK, April 17—Eugene S. Duffield, onetime senior vp of McGraw-Hill and later assistant publisher of the *Cincinnati Enquirer*, has been named president and chief executive officer of Popular Science Publishing Co. He succeeds Ralph H. Flynn, who resigned last December and bought *American Salesman* from his former employer. Mr. Duffield will be publisher of *Popular Science, Outdoor Life* and the books turned out by the company. He resigned from a vp spot with Federated Department Stores to join PopSci.

Rollert Succeeds Ragsdale as Head of Buick

FLINT, April 17—Edward D. Rollert will succeed Edward T. Ragsdale as general manager of the Buick division of General Motors May 1. Mr. Rollert has been general manager of GM's Harrison radiator division, Lockport, N.Y. Mr. Ragsdale has been with Buick for 36 years and was the central figure in one of the major advertising stories in 1958—the sudden dropping by Buick of the Kudner Agency and the subsequent naming of McCann-Erickson, which dropped the Chrysler account to take on Buick (AA, Dec. 23, '57 *et seq.*).

Renault to Spend $2,000,000 in 6 Months

NEW YORK, April 17—Pierre Dreyfus, president of Renault of France, said today that in the next six months Renault will spend $2,000,000 on national advertising, with dealers expected to match this expenditure with their own advertising. He said Renault will sell 100,000 cars in '59.

(Additional News Flashes on Page 167)

Old Client's Debts Sink Grant & Wadsworth Shop

NEW YORK, April 16—Grant & Wadsworth Inc., a 35-year-old agency which, at its peak, employed 16 people and billed about $500,000, went out of business this week—mostly as the victim of a $48,000 loss suffered in 1953 on a now-bankrupt client.

A court this week assigned Attorney Carl Tunick to file a schedule of the agency's assets and liabilities in about 40 days. The agency has already filed an assignment for the benefit of its creditors.

■ Presiding over the dismantling of the agency is Ivan B. Romig, its president and treasurer—and sole employe.

Following a publishing career in the Midwest, Mr. Romig formed Romig Advertising in Reading, Pa., an agency which, in 1947, consolidated with Grant & Wadsworth. Mr. Romig went along with the consolidation as vp and two years later bought out the interests of the late William A. Grant, and

(Continued on Page 163)

'Maverick Is a Warm Guy . . .'

Non-Violent TV Best for Sponsor Identification, NC&K Study Finds

Agency Mixes Nielsen, Trendex to Determine 'Sponsor's Audience'

NEW YORK, April 15—Stay away from violence and blood and thunder. Latch on to a warm, friendly, live program if you want to get the maximum commercial impact out of network tv.

This is the message that comes through in Norman, Craig & Kummel's special presentation on sponsor identification.

The study, which the agency worked on for nine months, was shown to the press here yesterday. The report analyzes Nielsen network tv rating data and Trendex sponsor identification figures and comes up with a "new rating, a sponsor's rating"—that is a measure of the "sponsor's audience rather than the program's audience." NC&K gets the sponsor's rating by applying the sponsor identification percentage to the total audience rating.

The presentation has been playing the advertisers' circuit for some time. Norman B. Norman, president of NC&K, told reporters that 35 to 50 of the country's largest companies have seen it. This includes present and potential clients.

Mr. Norman emphasized that the study was made to determine the influence of the program on the sales responsiveness of the television audience.

Using Nielsen total audience top ten ratings for the first November, 1958, report, when there were seven westerns on the list, and Trendex sponsor identification (SI) data as close to that date as possible, the report indicated that most of the high-rating programs did not do very well on the "sponsor rating." A notable exception was Ed Sullivan. Next best was Perry Como.

■ For the same period, a top ten for sponsor rating was compiled. The winners in order were Lawrence Welk's Saturday show, Ed Sullivan, "I've Got a Secret," Dinah Shore, Jack Benny, Tennessee Ernie Ford, "GE Theater," "Lassie," "The Price is Right" and Perry Como.

NC&K's analysis uses national Nielsen ratings combined with Trendex SI data for 20 major markets. Mr. Norman explained

(Continued on Page 168)

Worthington Push Offset Bias Created by Faulty Product

NEW YORK, April 15—How do you sell a product worth more than $100,000 when an earlier model had "an unfortunate field record?"

The Worthington Corp. managed it with the help of personalized letters, according to Cy Freeman, account manager on engineered products for that company. He spoke yesterday at the Direct Mail Advertising Assn's. annual industrial direct mail workshop.

"On examination of the market," said Mr. Freeman, "we found that effectively contacting about 300 key people would cover all major buying influences. Also, we found that introducing the product to the industry was unnecessary; they knew it was there—they simply didn't want to buy it."

(Mr. Freeman did not name the product involved, presumably for competitive reasons. Later he said it was a "major power service product." Worthington makes power plant equipment, turbines and turbine-generator sets, diesel and gas engines, pumps and compressors, air conditioning and refrigeration equipment, power transmission equipment, construction equipment, feedwater heaters, welding positioning equipment and liquid meters.)

The recommendation was that the 300 key people be sent a series of five letters. The first went from Worthington's president to the heads of every major company using the same type of equipment. It explained that technical details

(Continued on Page 24)

PARIS GLOW—*The Eiffel Tower and a Paris lamppost are silhouetted against a pink sky in this color spread, promoting the idea that "the whole world's aglow with Pink from Paris," a new Cutex color. Starting in May issues, the ad runs in seven magazines and is featured in display pieces and on tv commercials.*

Pale People's Paint? . . .

Pink Appeal Is Perpetuated in Cutex Campaign

Northam Warren Sets Big Push in Magazines, TV, Business Papers

STAMFORD, CONN., April 14—The largest campaign in the history of Cutex will back its spring and summer color promotion, according to Northam Warren Corp. Tv, magazines, point of sale, direct mail and a dealer contest will be used.

The new color for lipstick and nail polish is dubbed Pink from Paris, following in the tradition of past Cutex colors: Cute Tomata, Strike Me Pink, Pink T.N.T., Hot Strawberry, etc. And according to the ad copy it's "that once-in-a-lifetime pink that gives a woman the warmth of flame, the sparkle of champagne, the indefinable something that men love."

The campaign starts May 2 over the Dick Clark "American Bandstand" (ABC-TV) in 99 markets, augmented by tv spots on all three networks.

■ Combined with tv will be color pages and spreads, starting in the May issues of *Glamour, Ladies' Home Journal, Modern Romances, Modern Screen, Photoplay, Seventeen* and *True Story*. The ad will also be reproduced on point of sale pieces, and these displays will be shown in tv commercials.

The trade campaign started with a series of four teaser mailings made by each salesman to his accounts. The first was a postcard from Paris, then an illustrated booklet about France, followed by a map of Paris suitable for framing. From this country, each salesman mailed out a 100 franc coin to each account as a token of the profits to be made on the promotion.

■ To further spark druggist interest, Cutex is running a 201-prize contest. To enter, the druggist completes the statement, "I found the new Cutex Pink from Paris easy to sell and promote because. . . .," and mails in a snapshot of his display.

First prize is a trip to Paris for two, or $2,500 in cash. The other prizes are 200 pink hats from Paris. The contest will be judged by a group of "well-known personalities" in the drug field.

Doyle Dane Bernbach, New York, is the agency. #

Somarindyck Is Named Ad Director of 'Post-Gazette'

PITTSBURGH, April 14—The *Pittsburgh Post-Gazette* has named George A. Somarindyck advertising director, succeeding Herbert G. Wyman, who last week was appointed advertising director of the *Toledo Blade* (AA, April 13). The *Blade* and *Post-Gazette* both are published by Paul and William Block.

Mr. Somarindyck, formerly advertising manager of the *Post-Gazette*, also becomes a vp and member of the board of Pittsburgh Post-Gazette Publishing Co.

The *Post-Gazette* also has promoted Angeleo DiBernardo from general advertising manager to retail advertising manager and J. Robert Spraker from assistant to manager of general advertising. James F. O'Connor, business manager, was named a vp. #

'Modernization' Is Catchword of 'San Francisco Chronicle's' Thieriot

44-Year-Old Grandson of Its Founder Updates Daily, Its Properties

SAN FRANCISCO, April 15—At 44, Charles de Young Thieriot has the distinction of being one of the nation's youngest big-city newspaper publishers. And his *San Francisco Chronicle*, thriving on his young ideas, last year enjoyed the greatest circulation gain of any daily in the U.S.

"The public," Mr. Thieriot contends, "is not interested in being educated by its favorite newspaper. We try to be responsible and serious, of course, but basically our effort is to make the *Chronicle* so entertaining that people will want to read it.

"Never a month goes by that we don't do something to improve the *Chronicle*," he added.

Just recently Mr. Thieriot started a new Sunday tabloid amusement section and a new rotogravure section, a part of the Metro Group, with which the *Chronicle* goes after a regional business in a tie-up with the *Los Angeles Times* and the *Seattle Times*.

"Being independently owned," the publisher pointed out, "the *Chronicle* can take positions which are more in tune with our local needs. This, in large measure, has been responsible for the fact that

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"Basically our effort is to make the Chronicle so entertaining that people will want to read it."

'Cleaned Up' Comics Books 'Sure Bet' as Ad Medium: Goldwater

NEW YORK, April 15—The nation's comics books, snubbed as too sexy and sadistic until the introduction of a decency code in 1954, are coming into their own as a national ad medium, an industry leader declared today.

John L. Goldwater, president of the Comics Magazine Assn. of America and boss of Archie Comics Publishing Co., told an annual meeting of the comics group that contrary to rumors that the industry had been hurt by self-regulation, over-all circulation has climbed 150,000,000 since adoption of the code five years ago. Today, he said, circulation is at a record 600,000,000 annually.

The comics code, adopted by 24 publishers in the wake of fierce anti-comics publicity, was designed to purge the kid magazines of hor-

(Continued on Page 26)

Agencies Are Profits Pikers, Says Williams

Poor Communications, Nepotism, Gossip Hurt Field, MAAN Is Told

CHICAGO, April 14—Despite widespread belief to the contrary, admen and agencies aren't so good at money making, a management consultant told an agency group last week.

"Agencies are running hard most of the time—not for money but for their lives," he said.

Herschel Williams, of Robert C. Durham & Associates, New York agency management consultant and "marriage broker" behind many of the big agency mergers of the last couple of years, spoke at a meeting of the Mutual Advertising Agency Network.

The agency business depletes health and genius faster than any other, he said. And yet agencies generally take smaller profits than other businesses do—oil, for instance, he said.

■ Mr. Williams chided agencies for being too eager to win accounts, particularly big ones, without adequately considering their ultimate billing potential and without sufficient insight into the whole account to see the agency's relative profit—relative to the amount of effort to be put into it.

An extension of this weakness,

(Continued on Page 163)

Richards Agency, Cohen & Aleshire End Merger Talks

NEW YORK, April 14—The merger of Cohen & Aleshire with Fletcher Richards, Calkins & Holden, in negotiation for months (AA, April 13), has been called off on the eve of its consummation.

Parry B. Cohen Sr., chairman of Cohen & Aleshire, said yesterday that merger plans are "definitely and completely" off. A memo circulated to the agency staff yesterday from Mr. Cohen said, in part, "We are not planning on any merger, now or in the future, with anyone."

This was not the first merger discussion Cohen & Aleshire has held in the recent past, but it apparently came as close as a discussion possibly could without the merger actually taking place. Late last week principals of both agencies were commenting privately that it was practically a matter of days before it became legal, and staff people were beginning internal jockeying for good desk positions in the to-be-merged operation.

The abrupt decision to call it all off apparently was made yesterday. A Cohen & Aleshire executive commented: "When you get into the fine points, there were just points where we couldn't agree. We decided to call the whole thing off."

■ He discounted reports of personality conflicts with the comment that very few people in both shops knew each other well enough for any possible conflicts to have arisen.

Another source said the split occurred because the merged operation would have had too many top brass unwilling to move down in the ranks. #

Myers Hits Open Discussion of Agency Payment

Rubel, Beard, Monk Tell Pay Plans; Crain Cites Value of Business Press

CHICAGO, April 14—The compensation that an advertiser pays to its agency is nobody's business except the two principals involved, E. M. Myers, director of advertising of Victor Chemical Works, maintained here yesterday.

Speaking as a member of a panel discussing the 15% agency commission system at the Mid-America Industrial Advertising Conference, Mr. Myers charged that the agency commission question "has been entirely too much kicked around—in the open."

"To me," Mr. Myers said, "continued open discussions such as these on this subject makes the entire advertising profession look like a bunch of amateurs. It certainly will not do anything but lower the opinion of top management among our companies regarding our importance or abilities."

■ Mr. Myers pointed out that persons in other fields, such as real estate agents and car dealers, do not discuss their methods of compensation with their customers. "I think it's about time for all of us in advertising to grow up, and I urgently recommend that every agency work out its own basis of compensation which is acceptable to each client."

The Victor Chemical executive said his company has no idea how much profit its agency realizes from the commissions on the account. "We certainly would not tell our customers how much we pay our salesmen—or how much profit we make on each account," he said. "We believe that such information is our own business."

■ Ira Rubel, president of Ira Rubel Inc., agency management consultant, urged top agency executives to prepare a compensation plan which would insure the agency a fair profit on any account. Hourly rates would be only one measure of such a plan, he said.

The greatest problem facing the 15% commission system today,

(Continued on Page 165)

Baker Fishburn Collins

ON THE GRIDDLE—*Great things are cooking at the Chicago Federated Advertising Club as members warm up for the Gridiron dinner, the first in Chicago since 1939, co-sponsored with Chicago Unlimited Inc., in which Chicago admen will be lampooned at a review. Here Frank M. Baker, vp, Grant, Schwenck & Baker, and president of the CFAC, shows Dan Collins, CFAC exec director, how admen will be roasted at the affair. Victim is Alan M. Fishburn, of Alan M. Fishburn Productions. The Gridiron dinner is scheduled for April 27.*

At U. of Missouri Conference . . .

Ad Is 'Most Reliable, Most Believed' Communication Form, Says Houston

Adman Must Be Brave to Be Different; So Must His Client, Says Bascom

COLUMBIA, Mo., April 14—"For all of its shortcomings, advertising as we know it today is—by law and necessity—the most reliable and most believed form of communication," Bryan Houston, chairman of Bryan Houston Inc., told a creative conference here last week.

Consumers, he went on, "know that within reasonable limits the products advertised must bear some relation to the advertising which describes them. This is a more stringent requirement than is normally put on any other form of writing except the obit column."

He spoke at a conference co-sponsored by the Advertising Federation of America and the University of Missouri school of journalism, celebrating the school's 50th anniversary.

Mr. Houston had a five-point warning for those who think of creativity as an end rather than a means:

Advertising tends to overlook the principle of uniqueness of the individual. It is likely to run in fads, but copiers are rarely as successful as the starters, he said.

• The farther you are from simple, descriptive promises, the more urgent it is to define your objectives in terms of the personality of the product you are trying to foster or change. Whenever you attempt a more subtle appeal, or one to a wider range of human

(Continued on Page 165)

TV Ad Requires 12 Casting Couches

NEW YORK, April 15—About how many people get into the act in the early stages, when an agency is casting a tv commercial?

At J. Walter Thompson Co., according to Evelyn Pierce, casting director, there are generally approximately 12 people, whose varying points of view must be satisfied by the casting department. For a typical commercial, they might include three copywriters, an art director, two account representatives, the producer and assistant producer, two radio-tv group heads and a couple of representatives of the client.

Miss Pierce was one of the panel of four speakers who discussed the buying and selling of tv talent before the New York chapter of American Women in Radio & Television here yesterday.

Miss Pierce said she has a staff of six to handle casting for 34 tv clients with 75 brands. The staff works with about 100 talent agents; it scouts Broadway and off-Broadway shows; it even solicits likely looking prospects on the street.

■ The JWT casting director said the average minute film commercial costs from $4,500 to $15,000, using run-of-the-mill talent. Average costs for an animated minute of selling range from $7,000 to $15,000, while the outlay for the average live minute commercial ranges from the "peanuts required to shoot the product in limbo—say about $125—to $3,000." These figures, she emphasized, cover talent and production only and do not take into consideration time charges. And they also don't cover use charges, which reach "astronomical" proportions in some cases, it was explained. #

AA's Annual Creative Workshop to Be Held in Chicago Aug. 5 to 8

Three Full Days to Be Devoted to Creative Aspects of Advertising

CHICAGO, April 16—The second annual summer workshop for creative advertising people—both print and broadcast—was announced today by ADVERTISING AGE.

The workshop will be held Aug. 5-8 at the Palmer House, Chicago. It features three full days of sessions—morning, afternoon and evening—devoted to the consumer and how most effectively to appeal to him in broadcast and print advertising.

The Creative Advertising Workshop is a repeat—with a new curriculum and new "faculty"—of an experimental workshop which ADVERTISING AGE conducted last year with outstanding success. The 1958 workshop attracted 350 participants—the largest possible number which could be accommodated.

As was the case last year, the workshop will be conducted under the general direction of S. R.

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Brewers Hike TV Budgets, Cut Other Media, TvB Reports

NEW YORK, April 15—U.S. brewers spent $46,000,000 in spot and network television in 1958, a 6% increase over 1957.

While increasing their tv advertising, brewers in '58 cut their national linage in newspapers 21%, for a total expenditure of $13,900,000; their magazine investment 19%, to $5,300,000, and their outdoor investment 2%, to $25,200,000.

These figures were released today by the Television Bureau of Advertising. On May 1 the bureau

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If It Has Prop, Ads Can't Say 'Jet': CAB

Delta Plaint Brings Ruling on Capital Copy; Capital Demurs, Complies

WASHINGTON, April 15—The Civil Aeronautics Board blew the whistle this week at airlines which are inclined to advertise Viscounts and Electras as "jets."

The board says they are "jet-prop" planes, and must be identified by this phrase, or by a picture of a plane with a propeller.

The issue came to a head after T.M. Miller, vp of Delta Airlines, complained to CAB and to the Air Transport Assn., that the ad campaigns for new jet aircraft were resulting in misleading advertising.

He singled out two unidentified campaigns currently under way by airlines using Viscounts and Electras.

■ For its test case, CAB seized on a magazine ad by Capital Airlines last month announcing that one of its pilots was the first to run up "a million miles of jet experience."

In a letter to Capital, CAB's enforcement division conceded that Viscounts are "jet powered." But it contended that some reference must also be made to the fact that the Viscount is actually a turbo-prop aircraft.

"This may be done by showing an airplane wtih propellers, or the use of the words 'turbo prop' or 'jet-prop' in your advertising," CAB said.

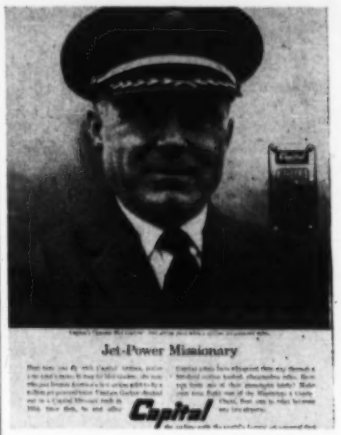
■ Capital's vp for marketing, Walter H. Johnson Jr., replied that Capital is "deeply disturbed" that any of its ads could be construed as misleading or improper. Although defending Capital's ad he agreed to cooperate.

He argued that "jet powered" is an accepted description of turbo-powered aircraft in the industry, and has been accepted by the press, "which is normally very critical of any inaccuracy."

■ "It is our ambition to honestly establish that the Viscount is a jet-powered airplane and to this end, we use the same standard phraseology which is being used everywhere in the industry and which are technically recognized as sound," Mr. Johnson wrote.

"While we do not think it necessary, we are perfectly willing, in the interest of clarity, to insert the words 'jet prop' or the picture of a prop-driven Viscount in any major newspaper or magazine advertising in which the jet-powered theme is the basic sales premise of the advertising in question," he promised.

CAB sources indicate they regard his answer as satisfactory, and that the file will be closed. #



MISSIONARY—*This ad, which ran in the April 16 issue of Time, brought down the semantic wrath of Delta (and the Civil Aeronautics Board) on the head of Capital Airlines.*

Charles Mortimer

Parlin Award to Charles Mortimer of General Foods

PHILADELPHIA, April 15—Charles G. Mortimer, president and chief executive officer of General Foods Corp., has been named recipient of the 15th annual Charles Coolidge Parlin Award, sponsored by the Philadelphia chapter of the American Marketing Assn.

Mr. Mortimer was selected for his "constant advocacy of creative marketing through planning and research" and for the major contributions he made to the success of his company.

The 1959 Parlin Award will be presented at the group's dinner meeting at the Warwick Hotel May 13.

A former chairman of the Advertising Council, Mr. Mortimer was chairman of the council's special steering committee for the "Confidence in a Growing America" campaign in 1958. He was exec vp of General Foods prior to his elevation to his present positions in 1954. #

Seattle Honors to Sicks' Brewing, Miller, Mackay

Brown & Haley, Bardahl, Also Are Double Winners in Adclub Competition

SEATTLE, April 15—For the second year in a row, and for the third time in four years, Sicks' Rainier Brewing Co. and its agency, Miller, Mackay, Hoeck & Hartung, won the Roy S. Marshall sweepstakes award in the annual advertising awards sponsored by the Advertising & Sales Club of Seattle last week.

For Miller, Mackay, the awards represented almost a sweep of top honors. The agency and its clients won the first place "golden addy" in five of nine classifications. In addition, the agency won a number of ribbons in special classifications.

■ Here are the "golden addy" awards, listing each client and its agency:

Magazines: Douglas Fir Plywood Assn.; Condon Co., Tacoma.

Radio: Sicks' Rainier Brewing Co.; Miller, Mackay.

Newspapers: Frederick & Nelson department store.

(Continued on Page 164)

Merger Collapse Deposits Nebs at Cohen & Aleshire

NEW YORK, April 17—Fletcher Richards, Calkins & Holden learned a lesson in public relations this week.

It started just a week ago, when the agency announced that it had been named to handle the advertising for Nebs, made by Norwich Pharmacal Co. It ended today when Cohen & Aleshire announced that it would handle the account.

"The termination of merger talks between Cohen & Aleshire and Fletcher Richards, Calkins & Holden [*see story on Page* 2] has resulted in a change in the Norwich Pharmacal Co.'s plans, to place Nebs advertising with Cohen & Aleshire instead of Richards," the release stated.

Originally both agencies had been asked to make separate presentations for the Nebs account. They were so sure of their merger that Cohen & Aleshire suggested to Norwich that a joint presentation be made. The twin solicitation got the account for the soon-to-be-combined agencies.

But the merger went sour.

■ What makes it ironic for the Richards agency is the fact that it decided to announce the Nebs acquisition to all the press only after it had discovered that ADVERTISING AGE had picked up this information independently. Originally, it was planned to announce the Nebs move after the merger became official, as the first new account of the combined agencies.

It was also learned today that the original reported expenditure of $1,000,000 for Nebs at Foote, Cone & Belding, the former agency, overstated the actual amount. Norwich said today that "several hundred thousand" was a much closer figure for the analgesic's expenditures at FC&B. In its new test program at Cohen & Aleshire, "we don't know how much we're going to spend," Norwich said. #

New York Post Office Sets Training Center Program

The New York post office will conduct a postal information and training center program from April 21 through May 14. The center is for business representatives and their mail room people. Acting Postmaster Robert K. Christenberry explained it is "to acquaint them with proper mailing procedures and practices, and familiarize them with the numerous methods and services available to them so that they may reduce their mailroom costs, as well as ours."

The New York post office is the nation's largest, handling 34,000,000 pieces of mail daily. It has an $800,000 daily income, a $12,500,000 monthly payroll and produces 11% of the country's postal revenue, according to Mr. Christenberry.

Highlights of This Week's Issue

Eight agencies billing more than $24,000,000 each in gross time sales, placed more than half of all the network tv business during 1958, NBC reports ..... Page 1

Chun King Sales Inc. moves its $1,250,000 Chinese foods account from J. Walter Thompson Co. to Batten, Barton, Durstine & Osborn ..... Page 1

The business papers that prosper in the '60s will be those which give the most proof of advertising effectiveness, U.S. Steel's Veckly tells National Business Publications spring meeting ..... Page 1

Use warm, friendly, live programs for maximum commercial impact and sponsor identification on network tv; shun programs with violence and blood and thunder ..... Page 2

The largest campaign in the history of Cutex will back its spring and summer color promotion, with tv, magazines, point of sale, direct mail and a dealer contest ..... Page 2

Admen and agencies aren't so good at money making, Herschel Williams, management consultant, tells Mutual Advertising Agency Network ..... Page 2

The nation's comics books, snubbed as too sexy and sadistic until the introduction of a decency code in 1954, are coming into their own as a national ad medium, industry leader declares ..... Page 2

Modernization is catchword for San Francisco Chronicle, which last year enjoyed the greatest circulation gain of any daily in the U.S., according to Charles de Young Thieriot, one of the nation's youngest big-city newspaper publishers ..... Page 2

Advertiser's compensation of an agency is nobody else's business, E. M. Myers, director of advertising, Victor Chemical Works, tells Mid-America Industrial Advertising Conference ..... Page 3

The second annual summer workshop for creative advertising people—both in print and broadcasting—is sponsored again this year by Advertising Age from Aug. 5 to 8 ..... Page 3

If the airplane has a propeller, it can't be advertised as a jet, Civil Aeronautics Board says ..... Page 3

Advertising as we knew it today is—by law and necessity—the most reliable and most believed form of communication, Bryan Houston says ..... Page 3

It takes 12 people in the early stages, when an agency is casting a tv commercial, J. Walter Thompson Co. casting director Evelyn Pierce says ..... Page 3

Pabst Brewing Co. returns to the good old days, replaces present Blue Ribbon beer with a beer it describes as the "original" Blue Ribbon beer ..... Page 54

Putman-sponsored study of accuracy of mail questionnaires for measuring the reading of business publications, compared with personal interviews, is released ..... Page 55

When an advertiser has a story to tell that is really news, then the most logical choice of medium for that advertisement is newspapers, Ed Zern, vp and copy head of Geyer, Morey, Madden & Ballard, says ..... Page 56

National Business Publications unveils panel presentation which will seek to lure young people to careers in business journalism ..... Page 56

National Better Business Bureau warns Americans are being bilked of about $100,000,000 a year for weight-reducing nostrums ..... Page 59

A group of employes headed by Harry Kullen and Charles W. Shugert have acquired the stock of Joseph Katz Co. of New York ..... Page 60

Postal officials are awaiting word from Congress before going ahead on a proposal to suspend stringent size limitations which are to apply to small envelopes July 1 ..... Page 61

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The Sun shines on women...

Baltimore women prefer the Sunpapers for two good reasons. Our *editorial* columns give them far more stimulating and varied fare—ranging from our exclusive Women's Pages to a constant exposition of the many civic causes that claim their interest.

Our *advertising* columns in 1958 carried 72.3%* of all the department store linage placed in Baltimore metropolitan newspapers.

Add to this our overwhelming leadership in *home* delivery—and you know where to reach Baltimore women most effectively with *your* advertising message.

**Media Records: Year 1958*

The Baltimore Sunpapers

ABC 9/30/58: Combined Morning and Evening 410,945 – Sunday 314,229

National Representatives: Cresmer & Woodward, Inc.—New York, San Francisco, Los Angeles
Scolaro, Meeker & Scott—Chicago, Detroit

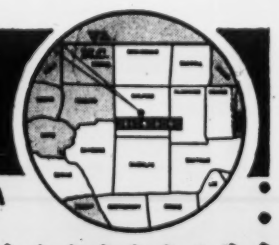
"This is the size we use in the Growing Greensboro Market!"

Business is better than ever in the South — particularly in the growing Greensboro market. We need only black ink because the sales outlook is so rosy. Greensboro is 1st in the Carolinas in per family sales, outranking Charlotte and Raleigh; 3rd in the South, outranking Atlanta, Jacksonville and Ft. Lauderdale; 6th in the Nation, outranking Detroit, Cleveland and Dallas. You can't miss when you tell your story in the Greensboro News and Record. Over 100,000 criculation daily; over 400,000 readers daily.

Only medium with dominant coverage in the Greensboro 12-County ABC Market and selling influence in over half of North Carolina!

Sales Management Figures

Greensboro News and Record



GREENSBORO, NORTH CAROLINA
Represented by Jann & Kelley, Inc.

A message to advertisers about THIS WEEK Magazine:

"I HAVE concluded that it is no coincidence that advertising in THIS WEEK is immediately followed by sales in the corner supermarket. It is no coincidence but a fact: THIS WEEK is undoubtedly one of the strongest selling agents for the grocery manufacturer in America today."

Claude W Edwards

Claude W. Edwards
President, Alpha Beta Food Markets, Inc., La Habra, Calif.
(51 stores. $74,404,000 annual volume)

This Week in Washington . . .

Strauss May Reverse Weeks' Anti-Ad Attitude, but There's No Action So Far

By Stanley E. Cohen
Washington Editor

WASHINGTON, April 16—In an effort to dispel the impression that the Commerce Department is unsympathetic to advertising, Commerce Secretary Lewis Strauss may revive the department's advertising industry advisory committee.

He has been approached by industry leaders and reportedly likes the idea.

Between 1949 and 1953, when Charles Sawyer headed the Department of Commerce, a committee of top level executives from all branches of advertising met regularly with department officials. Under the chairmanship of Paul West, of ANA, the group had about 20 members, including advertisers and agency and media people. It even had a fulltime executive secretary in the department, so that its services could be utilized to the fullest possible extent.

The proposal to revive the advertising advisory committee emerged after Secretary Strauss appeared before Associated Business Publications in New York last month and expressed his recognition of the important role advertising plays in our society. Subsequently he was urged to show something more tangible in the way of support.

■ Enthusiasts believe irritants which arose while Sinclair Weeks was secretary might have been avoided if the advertising advisory committee had been functioning. By consulting the committee, they say, he might have obtained help on such matters as outdoor advertising regulations, postage rates and advertising by patent agents. So far Secretary of Commerce Strauss has yet to countermand any of the controversial "anti-advertising" actions of his predecessor. On the contrary, he is following through on them.

Asked where he stands on the impending rule to outlaw advertising by patent agents, he refuses to commit himself. He dismisses the question by pointing out that he is a party to litigation currently before the federal district court.

Originally due to become effective Jan. 1, the ban on advertising by patent agents has been postponed until July 1. Meanwhile, agents who will be hurt by the rule hope for a showdown in court here next month on a motion for summary judgment drafted to bring the case to a head. They have run up against advertising deadlines for July issues of some magazines, and they contend they need a decision now so they will know whether their ads will be printable after July 1.

BLS May Revise Index

Congress willing, the Bureau of Labor Statistics will embark soon on the revision of the "market basket" behind the consumer price index. Incomes, family sizes and living habits have changed substantially since 1950, *and the bureau feels that it must do a large scale study of family expenditure patterns in order to be sure that its index accurately reflects the kind of expenditures that Americans make.*

With real purchasing power up 25% *since* 1950, *and with more families moving to the suburbs, BLS believes people are spending more for tv sets, cars, vacations, education and medical care. While food takes less of the budget, there are changes in the food budget, too, with increased spending for fresh and frozen vegetables and fruits, meats and partially prepared foods. BLS is in no hurry. While it wants to start planning now, field work on the new consumer spending survey would not take place until* 1961. *Actual revision of the index to reflect the new market basket would not occur until January,* 1964.

Bootlegging of Oleo Seen

The butter industry's friends on the House appropriations committee scolded Food & Drug Administration officials for turning in too few convictions for violation of margarine labeling law. During the past year FDA inspectors visited 4,016 restaurants in search of "bootleg" margarine. Congressmen were unhappy because only two convictions resulted.

Rep. Winfield Denton (R., Ind.) sensed that FDA officials are less than enthusiastic about the margarine law. "I realize that margarine isn't a dangerous drug," he said, "but as long as oleomargarine is sold for butter, the butter industry is going to be in difficulty, and that will cost the government a tremendous amount of money."

Dairy state congressmen proposed that FDA visit at least 10% of the nation's 525,000 public eating places each year to catch margarine law evaders. Advised that this plan would cost taxpayers at least $720,000, Rep. Denton suggested, "Perhaps we could find a way to collect from the oleomargarine sellers."

GOP Finds TV Costly

A Republican National Committee subcommittee reported last week that tv is too expensive on a continuing basis for the GOP. A subcommittee under Richard F. Cooper, of New Hampshire, told the national committee that GOP ideas can't be sold with slogans, like soap chips.

"Something positive and dynamic" is needed to tell the story, the subcommittee said, but the weekly panel show of GOP bigwigs which it hoped to recommend would involve expense which is "almost out of this world."

The subcommittee complained about "anti-Republican" programs which are on the air now, and it hinted that some effort may be made to use radio, probably spots phased in with popular music. "If every disc jockey were a zealous Republican," Mr. Cooper said wistfully, "the battle would be more than half won."

No 'Runaway' Pay TV: Harris

Rep. Oren Harris (D., Ark.), nimble-minded chairman of the House committee on interstate and foreign commerce, has come up with a novel defense of H.R. 6245, his bill putting tests of wired pay tv under the thumb of the Federal Communications Commission.

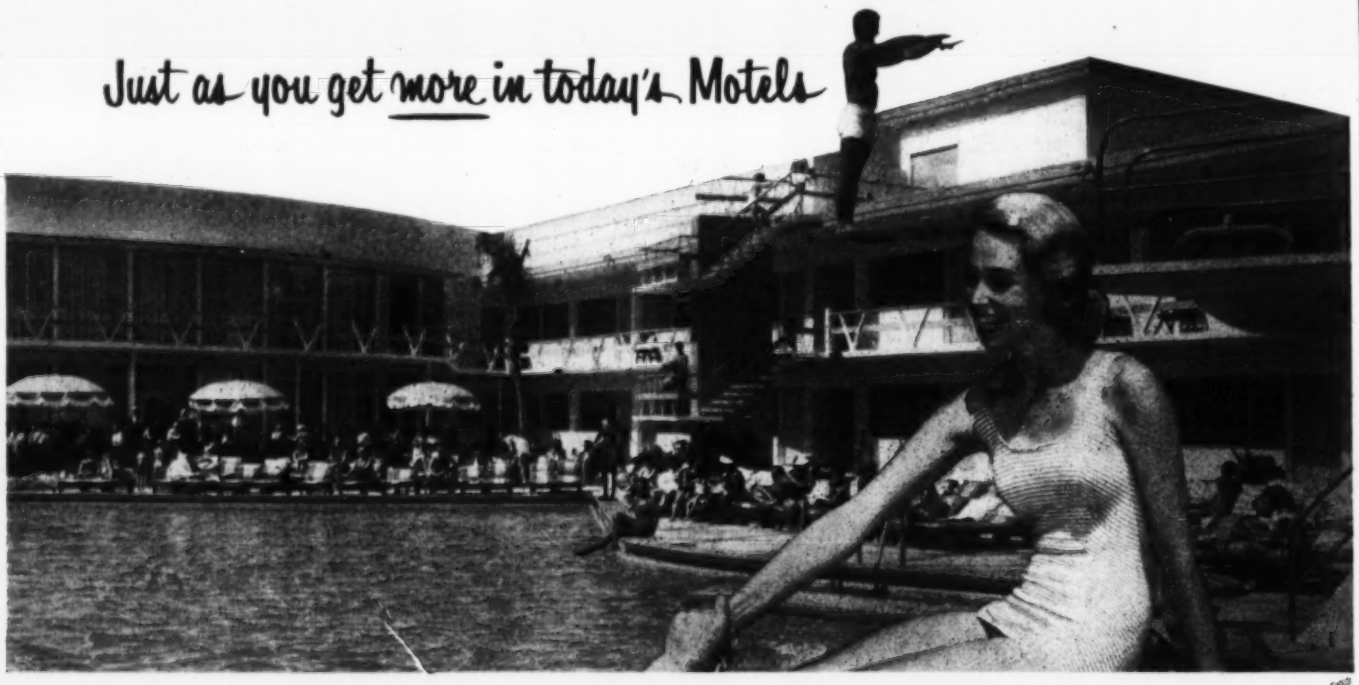
In previous correspondence FCC has suggested that federal control over wired tv tests conducted wholly within a state would be unconstitutional. But Congressman Harris is ready to run the risk.

Says Rep. Harris, who led the fight in Congress against all pay tv, "Uncontrolled, runaway tests of pay television operations by wire conducted in one or several of the large metropolitan areas would seriously affect the limited test operations of pay tv by air contemplated by the commission." #

Wexton Adds Travel Accounts

Two travel accounts, the Gramercy System and Bachelor Party Tours, both of New York, have appointed Wexton Advertising, New York, to handle their advertising.

Just as you get more in today's Motels



you get more of everything with AMERICAN MOTEL

Now . . . more of the lodging market. Motels now outnumber hotels 2 to 1 and have also overtaken hotels in dollar volume for room rental. 57,930 motels with 1,241,078 rental units serve 1½ million guests every night and gross more than two billion dollars a year. The industry is growing at a rate of 2,000 new motels annually, including an ever-increasing percentage of large luxury establishments, downtown big city motels and national chains. The modern motel is rapidly replacing the old-time tourist court.

You get more readers. American Motel has the largest circulation in the field. It's the *only* ABC audited book.

With more buying power. Circulation is concentrated in the 30% of the nation's motels which do 65% of the buying (as documented in Subscriber Buying Power Audit).

More in the mood to buy. This is the book motel operators select for themselves and use. Readex readership scores show record-breaking interest in American Motel features.

American Motel is first in pages of advertising too, also Readexed.

More services too. Here are some of the many market and media tools available to you:

- 1959 Motel Market and Sales Analysis
- Motel Planning and Purchasing Study
- Motel Distribution Study
- Subscriber Buying Power Audit
- 1959 Editorial Forecast
- Readex Reports
- Monthly Building Bulletins
- Industry Highlights

AMERICAN MOTEL
MOTOR HOTELS · MOTOR INNS · MOTOR LODGES
PATTERSON PUBLISHING CO.
5 SOUTH WABASH AVE
CHICAGO 3, ILL

The Saturday Evening

POST

When the Ad Page Exposure study was introduced by The Saturday Evening Post almost a year ago, it was greeted as a major media research achievement by many advertising leaders. This was the first accurate measure of the face-to-face contact between the readers of a magazine and an advertising page. Now the private acclaim has become a matter of public recognition, with the selection of the APX study for the first Annual Media/scope Award in Media Research. The Post wishes to thank Media/scope - and the distinguished men in the fields of marketing, media and research who acted as judges - for this singular honor.

We also wish to acknowledge the brilliant work of Alfred Politz Media Research on this project, and the splendid cooperation of the Advertising Research Foundation as consultants.

Spot Radio Push for Iced Tea Is Aimed at Wives

NEW YORK, April 14—The Tea Council of the U.S.A. will launch its 1959 iced tea drive May 15 on radio in ten southern markets, and will expand coverage to 29 markets in June.

A total of 100 radio stations in 29 markets will be used throughout the summer, seven days a week, concentrating on the hours between 3:30 and 6:30 p.m. to reach the housewife when she is planning and preparing the evening meal. The spots will number between 65 and 115 weekly, depending on the market.

Leo Burnett Co., Chicago, is the agency.

Robert Smallwood, chairman of the council, in announcing the campaign noted, "Our job is not to sell people on iced tea because there is no appreciable resistance to our product. Almost everyone likes iced tea. What we have to do is remind people to prepare and order it."

■ This season, he said, 14 musical versions of the iced tea song will be used. The arrangements, which revolve around a global theme, are Italian, Oriental, French, Hawaiian, Viennese and others.

"The emphasis on the music," Mr. Smallwood said, "has played an important role in the success of previous campaigns. Last year, our commercials were cited as the best radio spots during the summer months by both John Blair & Co., station representative, and ADVERTISING AGE."

The commercials to break May 15 will be carried in Atlanta, Birmingham, Dallas, Fort Worth, Houston, San Antonio, Memphis, Miami, Greensboro, N.C., New Orleans and Charlotte, N.C.

On June 1 the schedule will add Louisville, Norfolk, Richmond, St. Louis, Baltimore, Washington, Cincinnati, Indianapolis, New York, Philadelphia and Pittsburgh.

Two weeks later Boston, Buffalo, Chicago, Cleveland, Detroit, Los Angeles, Providence and San Diego will be added. #

Armstrong Sets Magazine Drive for Ceiling Products

LANCASTER, PA., April 15—Armstrong Cork Co. is planning a heavy advertising program this year using numerous consumer and business magazines, in addition to commercials on its regular tv show, "Armstrong Circle Theater" (CBS), to promote its line of ceiling products.

Full page color ads will appear in one issue of each of the following during 1959: *American Home, Better Homes & Gardens* and *BH&G's Home Improvement Ideas, Coronet, House Beautiful, Life, Living for Young Homemakers, Look, McCall's, Popular Mechanics, Popular Science, Reader's Digest, Sunset Magazine* and *The Saturday Evening Post.*

Business publications included in the schedule are *American Builder, American Lumberman & Building Products Merchandiser, Architectural Forum, Architectural Record, Building Supply News, Journal of the American Institute of Architects, Manufactured Homes, Producers' Council Bulletin, Progressive Architecture, Quarterly of the National Fire Protection Assn., Southern Building Supplies* and *Specifier.*

The agency for Armstrong building products is Ogilvy, Benson & Mather, New York. #

Private Labels Ride Coattails of Brands, BNF's Abt Charges

NEW YORK, April 16—The Brand Names Foundation, which showed some sizable financial cracks during last year, turned out a tremendous crowd to honor the retailers of the year, elected new officers, and showed new advertising material here yesterday at Brand Names Day.

Henry Abt, BNF president, reported that the foundation was moving into new areas. Originally created as a weapon against threatened grade labeling, it survived as an instrument of national brand (or maker's brand) defense against private brand inroads.

"Under this system (private brands) the consumer would be the ultimate victim. No private label has ever pioneered a new product or developed a new market. Few private labels, charged with the cost of research of market development, could sell at their present price tickets. For the most part, they ride the coattails, travel the well-blazed paths of makers' brands," the BNF president said.

■ He commented that the power of the foundation's advertising had been harnessed for members' brands, that the recognition symbol used by members is related to the BNF symbol, and that with its use members can distinguish their products from private labels.

He noted that media understand that their future is tied in with brands, but added sarcastically, "As for advertising agencies, some of whom have assumed a pose of 'studied statesmanship' about this matter, as if it were really no serious affair of theirs, one can only suggest a bit of arithmetic to figure out how many would survive on the billing that would survive if the whole economy had gone over to products to be selected only by store identification."

■ The foundation lost more members than it gained last year, and its income fell from about $275,000 to a low estimated rate of $234,000 and an actual revenue of $251,000. The projected income for 1959 is $260,000. Treasurer Robert L. Connelly, vp of Drexel Furniture Co., noted that the BNF suffers from having dues on a member-anniversary basis, and has recommended a change to an annual fiscal year for all members, charging members for BNF materials used, and strict adherence to a dues scale (BNF was originally on a contribution basis, and some of its members still don't pay the scale newer members do).

■ When the $23,310 deficit loomed, there were sharp cutbacks in BNF's promotional program, although the advertising—for which the creative work was done by Maxon Inc.—still reached 79.6 contacts for each U. S. and Canadian household. During the year, outdoor became available, and BNF now has pledges of 100 locations in 24 cities; magazine advertising hit 317,000,000 in 1958, 53,000,000 less than in 1957, due to the inability of BNF circulation to supply plates during part of the year; newspaper circulation dropped from 559 dailies to 227, again because of mat problems, but the drop came in smaller cities, and supplements carried BNF copy totaling 475,000,000 circulation; tv and radio coverage increased, and transportation advertising reached 90% of saturation of vehicles.

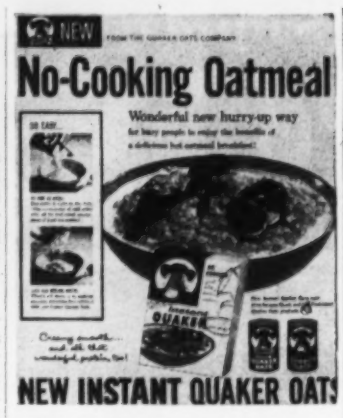
At a member luncheon Arthur B. Langlie, president of McCall Corp., suggested to BNF a declaration of principles which had five basic points of responsibility for the foundation's symbol: Quality, value, competition, truthful and informative advertising and selling, and progress.

■ The foundation elected John H. Breck Jr., exec vp of John H. Breck Inc., Springfield, Mass., chairman of the board. Mr. Abt was reelected, and Edward R. Taylor, exec vp of Motorola Inc., Chicago, was recalled to serve as chairman of the executive committee. He was chairman of the foundation from 1955 to 1957.

The Brand Names Foundation awarded top honors in its annual retailer of the year competition to Lit Bros. department store, Philadelphia, and A. W. Lucas Co., Bismarck, N. D.

Lit Bros., which made heavy promotion pitches during 1958 pushing brand names, was winner in the Class I department store category. A. W. Lucas Co. cornered honors in the Class II classification.

Winner of the brand name group's specialty store category was Wormser's Store, Lafayette, Ind. Heaven to Seven, Des Moines, took honors in the children's stores class. #



QUICK QUAKER—*Quaker Oats Co. is using newspapers to promote its new instant Quaker Oats in New York, Grand Rapids, Hartford and Providence. Wherry, Baker & Tilden, Chicago, is the agency.*

Budd Gore

'Chicago Daily News' Names Budd Gore Advertising Manager

CHICAGO, April 16—Budd Gore has been promoted to advertising manager of the *Chicago Daily News*, and LeRoy G. Tabbert has been named retail advertising manager to succeed Mr. Gore.

The advertising manager title, the top ad post on the *News*, has not been filled since Stanley S. Adams resigned three years ago (AA, March 5, '56). Mr. Adams now is general manager of the *Gary Post-Tribune.*

Before joining the *News* as retail ad manager in 1955, Mr. Gore was publicity director of Halle Bros. Co., Cleveland, and advertising manager of Marshall Field & Co. here.

Mr. Tabbert, with the *News* 22 years, formerly was assistant retail advertising manager. Arnold Torsell will continue as assistant ad manager of the newspaper. #

Top 50 Agencies in Network TV: 1958

*Source: NBC research department from Leading National Advertisers and Broadcast Advertisers Reports estimates.**

	Total Gross Time Billings	ABC-TV	CBS-TV	NBC-TV
1. Ted Bates & Co.	$52,330,979	$ 4,315,922	$37,195,788	$10,819,269
2. J. Walter Thompson	49,863,969	7,303,265	18,726,980	23,833,724
3. Young & Rubicam	49,439,489	15,090,318	19,799,633	14,549,538
4. Benton & Bowles	36,880,245	695,492	19,222,671	16,961,882
5. BBDO	35,054,503	1,686,320	24,624,241	8,743,942
6. Dancer-Fitzgerald-Sample	32,256,123	5,379,506	7,266,905	19,609,712
7. McCann-Erickson	27,604,753	4,772,255	9,937,288	12,895,210
8. Leo Burnett Co.	24,872,730	4,616,293	17,525,638	2,730,796
9. William Esty Co.	17,097,411	3,187,148	9,346,425	4,565,838
10. Compton Advertising	15,117,291	1,813,763	9,981,093	3,322,435
11. Kenyon & Eckhardt	13,725,217	2,972,800	3,273,861	7,478,556
12. Lennen & Newell	13,644,573	1,489,007	8,123,758	4,031,808
13. Foote, Cone & Belding	10,713,428	823,607	5,206,934	4,682,887
14. Grant Advertising	10,623,396	9,815,928	749,490	57,978
15. Parkson Advertising	10,173,557	—	3,538,133	6,635,424
16. Campbell-Ewald Co.	9,925,605	3,062,964	800,455	6,062,186
17. SSC&B	8,996,171	238,034	1,653,393	7,104,744
18. North Advertising	8,078,072	54,488	3,651,338	4,372,246
19. Maxon Inc.	8,075,658	—	531,491	7,544,167
20. Grey Advertising Agency	7,011,772	1,452,574	1,434,954	4,124,244
21. Needham, Louis & Brorby	6,778,761	—	2,700,245	4,078,516
22. Geoffrey Wade Advertising	6,220,273	3,330,009	317,751	2,572,515
23. N. W. Ayer & Son	5,653,844	1,448,980	534,056	3,670,808
24. Bryan Houston Inc.	5,346,874	193,941	5,152,933	—
25. Campbell-Mithun	5,339,041	124,350	3,946,412	1,268,279
26. Warwick & Legler	4,234,904	9,500	4,214,265	11,139
27. Erwin Wasey, Ruthrauff & Ryan	4,175,448	—	3,771,685	403,763
28. Gardner Advertising Co.	3,961,772	1,434,423	2,527,349	—
29. D. P. Brother & Co.	3,871,958	2,274,193	1,252,125	345,640
30. Reach, McClinton & Co.	3,826,756	—	3,826,756	—
31. Guild, Bascom & Bonfigli	3,760,782	3,760,782	—	—
32. Doherty, Clifford, Steers & Shenfield	3,754,171	932,751	344,446	2,476,974
33. Tatham-Laird	3,749,265	1,442,761	809,987	1,496,517
34. Doyle Dane Bernbach	3,156,036	—	136,644	3,019,392
35. Fuller & Smith & Ross	3,155,231	—	1,209,507	1,945,724
36. Kudner Agency	3,077,504	1,264,890	—	1,812,614
37. Ogilvy, Benson & Mather	2,807,466	822,346	1,431,935	553,185
38. MacManus, John & Adams	2,786,523	43,150	480,935	2,262,438
39. Knox Reeves Advertising	2,752,926	1,781,814	312,298	658,814
40. D'Arcy Advertising Co.	2,498,311	55,701	2,328,152	114,458
41. C. J. LaRoche & Co.	2,362,647	595,815	866,604	900,228
42. Clinton E. Frank Inc.	2,358,852	2,358,852	—	—
43. Wherry, Baker & Tilden Inc.	2,358,597	—	2,358,597	—
44. Edward H. Weiss & Co.	2,346,352	—	2,135,961	210,391
45. C. L. Miller Co.	2,191,310	—	—	2,191,310
46. Raymond Spector Co.	2,112,594	—	—	2,112,594
47. Doner & Peck†	2,032,447	639,070	284,025	1,109,352
48. Cunningham & Walsh Inc.	1,860,452	383,163	819,124	658,165
49. Henry Eisen Advertising	1,680,119	1,680,119	—	—
50. Fletcher D. Richards Inc.	1,637,767	1,637,767	—	—

*These figures do not cover talent-production costs, nor do they reflect billings that accrue from shows on which an agency has production but is not the agency of record.
†Includes billings of W. B. Doner & Co. and Peck Advertising Agency.

Assignment of Wildroot Builds Bates' C-P Billing

NEW YORK, April 16—The Wildroot account, billing an estimated $3,250,000, was awarded to Ted Bates & Co. today by Colgate-Palmolive Co.

Bates beat out Norman, Craig & Kummel, Cunningham & Walsh and Lennen & Newell, all of whom made presentations about two weeks ago (AA, April 6).

"All four presentations were definitely outstanding," according to C. Guy Grace, vp and general manager of the toilet articles division. But the company said the scales were tipped for Bates because they already have the Palmolive men's line.

"Uniting the two accounts could bring benefits to both, since full advantage could then be taken of combined advertising and promotional efforts in the men's line market," Mr. Grace said.

■ With the Wildroot business, acquired from Batten, Barton, Durstine & Osborn, the Bates agency increases the commanding lead it already has as Colgate's No. 1 agency. The Bates product list includes Colgate Dental Cream and Fab. #

Eight Agencies Placed Over 50% of Net TV in '58

(Continued from Page 1)

son. Of all the pace setters, Y&R came closest to spreading its clients' network tv dollars relatively evenly among the three chains, though Columbia Broadcasting System got more than the other two. Grant Advertising placed practically all its network tv billings on ABC. Eleven of the top 50 bought no time on ABC.

The big five, in order, on CBS were Ted Bates, BBDO, Y&R, Benton & Bowles and JWT. A lion's portion of Bates' business went to Columbia. Seven of the 50 leading agencies bought no time on this network.

At NBC, the rank order was J. Walter Thompson, D-F-S, Benton & Bowles, Y&R and McCann. Eight of the 50 leaders had no billings on NBC. #

Broker Runs Big Ad

A 16-page color supplement appeared in the April 19 issue of *The New York Times* for Cushman & Wakefield, New York real estate management and brokerage company. The ad supplement, said to be the first run by a real estate company, includes advertising of 23 other advertisers in building supply and service lines. Fairfax Inc. is the agency.

REPRODUCED FROM AN EKTACOLOR PRINT. NEGATIVE: 2¼ X 2¼ KODACOLOR.

thirty-nine variations on a theme...

. . . *all* with the consumer appeal of photography . . . *all* selling Newport . . . and *all* done via color prints with the type on transparent overlays, defining exactly how each element would appear. What a presentation for a new campaign!

Lennen & Newell's Richard Mancini and photographer Richard Beattie chose Kodak Ektacolor prints to create more than three dozen advertisements, car cards, billboards, and display pieces.

Neither they nor P. Lorillard's advertising manager, Thomas Tausig, had to guess final treatments. There they were!

The Kodak Ektacolor system is the source of all things photographic—color prints, transparencies, black-and-whites. Let your photographer help you benefit from this most modern medium.

Write for free 8-page booklet about how photography helped solve Newport's problems.

EASTMAN KODAK COMPANY • Rochester 4, N.Y.

Kodak
TRADE MARK

HOLY SMOKE!

You've never seen real service until you

USE THE SERVICES OF

CENTURY

ELECTROTYPE COMPANY, INC.

Electrotypes • Plastic Plates • R.O.P. Mats

160 East Illinois Street, Chicago 11 • DElaware 7-1541

"You can't expect any show to go on forever . . . But a show's life can be extended."

Agency with Showmen Can Pick TV Shows That Go: B&B's McDermott

NEW YORK, April 15—Thomas McDermott, whose youthful looks belie his new title of senior vp at Benton & Bowles, has a good score for one of Madison Ave.'s most perilous guessing games—picking network tv shows that will keep a client happy over a long period of time. This accomplishment is all the more impressive because of the high show casualty rate—nearly 50% in some years—in network television.

How does the 39-year-old Mr. McDermott, who has been head of broadcast programming at the agency for six years, account for his excellent showing? How does he select programs that will have a solid run?

■ "Call it 99% luck," Mr. McDermott told AA. But his next remarks made it clear that he feels a good deal more than luck is involved.

The base of Benton & Bowles' tv programming stability, Mr. McDermott feels, rests on the type of men the agency hires for its program department. "We take showmen and make advertising men out of them; we don't think it will work the other way around," he said. "We are still an agency with a tv department in show business."

Mr. McDermott learned his show business in the legitimate theater and radio, where he tried practically everything except acting. He wrote two plays which, he said, "fortunately never appeared on Broadway, because they would have been flops."

But they helped to make him a knowledgeable man. He speaks with a mixture of amusement and dismay of one of his ad agency counterparts who said: "I've just got to catch that show of ours again and see how we're doing. I can't find out anything from reading scripts."

■ As typical of the entertainment-hep men B&B has on its staff he mentioned Albert Kaye, vp in charge of the West Coast office, a onetime lighting man who worked with Loew's and Samuel Goldwyn before getting into the agency business; Murray Bolen, head of production, whose training ground was radio production and direction and acting, and Freddie Bartholomew, a headline child movie star who grew up to be a tv director-producer.

Mr. McDermott views the selection of shows as his basic responsibility. "But when we've bought a show with a strong concept, the job has just begun," he explained. "We don't buy a show and walk away and hope it works."

■ The agency executive is convinced that the tv boss at the agency must have enough faith in himself to stick by a program decision long enough for a fair test. He doesn't think it's very

NEWPORT NEWS and HAMPTON, VIRGINIA'S RETAIL

FOOD LINAGE

UP 70%* '58

* AND STILL RISING

RETAIL FOOD LINAGE

1958

3,163,521 Lines

1957

1,868,699 Lines

GAIN

1,294,822 Lines

AN INCREASE OF 70%

MAJOR RETAIL FOOD ADVERTISERS

IN THE DAILY PRESS and TIMES HERALD

1958

Colonial Stores	745,186 lines	17 Outlets
A & P Markets	479,800 lines	8 Outlets
Rich's Markets	467,747 lines	6 Outlets
Peninsula Co-op	397,122 lines	2 Outlets
Giant Supermarket	362,099 lines	1 Outlet
Food Fair	338,679 lines	1 Outlet
Florida Orange Stores	167,769 lines	3 Outlets
Manor Supermarket	88,909 lines	1 Outlet
TOTAL SUPERMARKET LINAGE 1958	3,047,311	
21 Independents	116,210	

TOTAL SUPERMARKET OUTLETS	39
TOTAL INDEPENDENTS	21
TOTAL RETAIL FOOD OUTLETS	60

The NEWport NEWS-Hampton market is the fastest growing area of the giant Hampton Roads Market, and is covered *only* by the Daily Press and Times Herald Newspapers, Newport News, Virginia.

National Representatives: Sawyer-Ferguson-Walker Co.
New York • Atlanta • Chicago • Detroit • Philadelphia

NEWPORT NEWS and HAMPTON, VA., A NEW BIG FOOD BUYING MARKET

sound business to buy a show for 13 weeks and then drop it on the "chance" that something else might work.

Once a show has been selected, or in some cases developed in cooperation with an independent production company, an agency producer is assigned to it. "Our producers are producers," Mr. McDermott emphasized. "They are not tv account men who are there because they understand budgets and know what words shouldn't be said on the air."

■ The producers work closely with the network or outside producers on such things as titles, scripts, casting and all the elements that go into the week-to-week production of a show.

Don't the show's producer and creative people resent the "interference" from the "agency producer" who comes in and tries to tell them how to do their job?

Not, the B&B executive said, if the agency producer is a competent man who knows what he is doing and how to get along with talent and creative people. It's not "interference," it's "assistance," he insists, since the whole idea is to have as good a show as possible.

However, he thinks there is a great deal of interference in the industry generally—though not in his agency—on the part of tv account men, top executives and others who try to get their hands into programming and who haven't the proper background or experience to be of real help.

■ Mr. McDermott has had some misses as well as hits. But the agency is associated with an impressive list of long-running series. Among them are P&G's "Loretta Young Show," which has lasted six years, thanks to name changing, story philosophy revision, other therapy and in the offing for next fall, perhaps, a time change if the program continues; "This Is Your Life," a P&G attraction for about seven years; the "Danny Thomas Show," a rating pace setter for General Foods for two years—a previously low-rating show Mr. McDermott succeeded in moving into a choice Monday spot on CBS despite the objections of other P&G agencies and the reluctance of the network; "December Bride," five years for General Foods; "Zane Grey Theater," four years for General Foods and later S. C. Johnson with Dick Powell as emcee, as suggested by the agency.

"The Rifleman," a newcomer to the top ten during the 1958-59 season, grew out of Mr. McDermott's suggestion that one of the episodes on "Zane Grey Theater" was strong enough to sustain a series on its own. P&G is a co-sponsor.

■ You can't, Mr. McDermott feels, "expect any show to go on forever"—except, perhaps, for a rare exception. They will all wear out eventually. But a show's life can be extended through the introduction of new characters and changes in the story line in many cases, it was stated.

It's renewal time now for many of the oldtimers on B&B's list. At this writing it can't be said with certainty which, if any, of the long-run programs will not be renewed for the 1959-'60 season. Mr. McDermott, a persuasive man with clients, wasn't giving up on any of them when ADVERTISING AGE talked to him.

There are three live daytime dramas which Benton & Bowles created and now produces for P&G, which owns the programs. This agency does not believe in owning shows, even though a brand shift may sometimes take a B&B created program out of the shop. The three P&G daytimers are "As the World Turns" and "Edge of Night" (CBS) and "From These Roots" (NBC). No outside producer is involved in these shows.

■ But the economics of modern tv —among other considerations— keep the agency from getting involved in nighttime productions that are exclusively agency produced.

Furthermore, it would be unwise for an agency to go into production in competition with the independent producers and the talent owned companies that are major sources of programming, Mr. McDermott feels.

However, B&B has advised General Foods to help finance a $60,000 MGM pilot for a new series based on the movie, "Father of the Bride."

Mr. McDermott's job keeps him in the air a good deal of the time, commuting between New York and Los Angeles. But the schedule doesn't seem to bother him, partly no doubt because he has an understanding wife, who knows all about the demands of show business. He is married to Anne Burr, whom Broadway theater goers will remember from "Detective Story" and "The Gamblers." #

ANSWER AMERICA

ANSWERS YOUR TELEPHONE 24 HOURS EVERY DAY

Offices everywhere — Act as branch offices — Receive Mail — Accept phone orders — For information look for ANSWER AMERICA in the WHITE SECTION of your telephone directory or call information or write

ANSWER AMERICA, INC.

55 East Washington Street, Chicago 2, Ill.

TYPE

is the face you turn to the public

TYPE

No matter how beautiful the art or how significant the message, your advertisement is a complete failure if not read. And . . . more often than not . . . poor readership is synonymous with poor typography. Advertisers and agencies know that ATA member firms have the reputation, craftsmanship and wide selection of type faces to help them produce the finest in advertising typography. Why not phone your ATA typographer today?

ADVERTISING TYPOGRAPHERS ASSOCIATION OF AMERICA, INC.

Executive Offices: 461 Eighth Avenue, New York City

IT PAYS TO SET TYPE RIGHT AT: AKRON, OHIO, The Akron Typesetting Co. / ATLANTA, GEORGIA, Higgins-McArthur Company / BALTIMORE, MARYLAND, The Maran Printing Company / BOSTON, MASSACHUSETTS, The Berkeley Press, H. G. McMennamin, Machine Composition Co. / BUFFALO, NEW YORK, Sahlin Typographic Service / CHICAGO, ILLINOIS, J. M. Bundscho, Inc., The Faithorn Corp., Hayes-Lochner, Inc., Runkle-Thompson-Kovats, Inc., Frederic Ryder Company / CINCINNATI, OHIO, The J. W. Ford Company / CLEVELAND, OHIO, Bohme & Blinkmann, Inc., Schlick-Barner-Hayden, Inc., Skelly Typesetting Co., Inc. / COLUMBUS, OHIO, Yaeger Typesetting Co., Inc. / DALLAS, TEXAS, Jaggars-Chiles-Stovall, Inc. / DAYTON, OHIO, Dayton Typographic Service / DENVER, COLORADO, The A. B. Hirschfeld Press, Hoflund-Schmidt Typographic Service / DETROIT, MICHIGAN, Arnold-Powers, Inc., The Thos. P. Henry Company, George Willens & Company / INDIANAPOLIS, INDIANA, The Typographic Service Co. / KALAMAZOO, MICHIGAN, Mahoney Typographers, Inc. / LOS ANGELES, CALIFORNIA, Adtype Service Co., Inc. / MILWAUKEE, WISCONSIN, Arrow Press / MINNEAPOLIS, MINNESOTA, Duragraph, Inc. / NEW YORK, NEW YORK, Ad Service Company, Advertising Agencies' Service Co., Inc., Artintype, Inc., Associated Typographers, Inc., Atlas Typographic Service, Inc., Central Zone Press, Inc., The Composing Room, Inc., Composition Service, Inc., Diamant Typographic Service, Inc., A. T. Edwards Typography, Inc., Graphic Arts Typographers, Inc., Huxley House, Imperial Ad Service, King Typographic Service Corp., Linocraft Typographers, Inc., Master Typo Company, Chris F. Olsen, Frederic Nelson Phillips, Inc., Philmac Typographers, Inc., Royal Typographers, Inc., Frederick W. Schmidt, Inc., Harry Silverstein, Inc., Supreme Ad Service, Inc., Tri-Arts Press, Inc., Typographic Craftsmen, Inc., The Typographic Service Co., Vanderbilt-Jackson Typography, Inc., Kurt H. Volk, Inc. / NEWARK, NEW JERSEY, Barton Press, William Patrick Co., Inc. / PITTSBURGH, PENNSYLVANIA, Davis & Warde Inc. / PHILADELPHIA, PENNSYLVANIA, Walter T. Armstrong, Inc., Alfred J. Jordan, Inc., Progressive Composition Co., Typographic Service, Inc. / PORTLAND, OREGON, Paul O. Giesey, Adcrafters / ROCHESTER, NEW YORK, Rochester Monotype Composition Co. / ST. LOUIS, MISSOURI, Warwick Typographers, Inc. / SEATTLE, WASHINGTON, Frank McCaffrey / TORONTO, CANADA, Cooper & Beatty, Limited.

"BIG WHAT?"

"We Americans inherited a big country. We have made it bigger. But isn't it about time that—in the advertising world especially—we try to apply some *qualitative* standards to the audiences that we strive to reach? ***Isn't it about time that we realize there are very, very few products for which advertising and marketing efficiency cannot be improved with one degree or another of selectivity.***

Name me a good copywriter, from the days of Claude Hopkins to the present, who, as he worded his message, didn't mentally select a hypothetical group of people to which he addressed that message. Has the same reasoning no place in media selection and buying?

We have people in our profession who say, 'People are people'. And thus they give a commonality to human beings which does not exist in fact.

Let us assume, for instance, that there is an event in Soldiers Field which has attracted 100,000 people. Let us ask ourselves, 'Do these people have a commonality which permits us to buy their audience on a basis of numbers?'

There are children in the group, and there are octogenarians. There are people of all ages and both sexes. So we must divide the interests of the group in many important aspects. ***And it is this division of interest that must determine what we say to them and where we say it.***

Our group in Soldiers Field tonight may be watching a prize fight. Tomorrow night that same field will be filled with an equal number of people who are attending the annual music festival.

To these two groups, would you address the same advertising

HEARST MAGAZINES
13 KEYS TO 13 SPECIAL INTEREST MARKETS

In a speech before leading media directors of Chicago agencies, Arthur L. Decker, Senior Vice President of Henri, Hurst & McDonald Inc., set forth some frank opinions on the use of media today—asserting that circulation size is not the sole, or even the most important, measure of effectiveness. On the subject of bigness per se *he asks: "Big What?"—and follows the question with the comments on these pages.*

message? Would you put it in the same media? Of course you wouldn't. If you did, you would have to deal with that thin layer of commonality which applies to all of them. ***And, thus, your advertising concept and execution becomes like the Powder River—a mile wide and an inch deep.***

Research has shown, time and time again, that where the advertising message has been written specifically for a selected audience of a selected publication, the traffic in all three classifications is much heavier. In other words, the 'people-are-people' type of approach is ineffective to a selected audience.

On the other hand, a specialized message to an audience of specialized interest is most effective. Does it not therefore follow that the specialized audience becomes just as important as the specialized copy? I ask you then, why in our admiration of bigness we so often fail to take into consideration the specialized interest of the audience?

Magazines differ widely in editorial concept and content. Can we view them as so much circulation? And how much is the effectiveness of any given ad affected by the context of the editorial matter?

Figures alone are not enough in measuring any advertising medium. They must be interpreted in terms of human beings. We must know what *kind* of people read a given publication . . . before we set out to write the selling message directed towards them. We want an analysis of the climate, the atmosphere, the context surrounding each advertisement. Will it be read in the kitchen, the living room, or the office? What of the mood created by the editorial matter?

In short, what special interest factors create a special sales promotion force for advertisers...a force that is something a good deal more than a 'mile wide and an inch deep'?

• Town & Country • Cosmopolitan • Sports Afield • Popular Mechanics • Motor
• Good Housekeeping • Bride & Home • American Druggist • House Beautiful
• Motor Boating • Harper's Bazaar • Science Digest • New Medical Materia

"BIG WHAT?"

"We Americans inherited a big country. We have made it bigger. But isn't it about time that—in the advertising world especially—we try to apply some *qualitative* standards to the audiences that we strive to reach? ***Isn't it about time that we realize there are very, very few products for which advertising and marketing efficiency cannot be improved with one degree or another of selectivity.***

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• Motor Boating • Harper's Bazaar • Science Digest • New Medical Materia

The Editorial Viewpoint . . .

An Unusually Useful Service

We are pleased when the annual Market Data Issue of ADVERTISING AGE rolls around, as it does this week. We are pleased for a strange and perhaps a silly reason, but we are pleased nevertheless.

Normally, the editorial content of ADVERTISING AGE equates with hot news, excitement, human interest, and that sort of thing. And in this sense, our annual compilation of market data is the antithesis of everything else we print. It is not exciting nor glamorous, nor very pleasant or interesting reading. It is pure service material.

What pleases us about this annual occasion—this issue marks the twelfth consecutive year—is that there is ample proof that this unspectacular gathering together and cataloging of market information is indeed a wanted and a useful service to readers.

The proof is in the several thousand individual requests received for more than 70,000 items of cataloged information last year—a figure which we confidently predict will be exceeded this year.

In requesting information, please note two things: Requests should be sent in promptly, because they can be processed only for a limited time; and in cases where items requested have a price attached to them, money or checks should *not* be sent to ADVERTISING AGE; the publishers of the items involved will handle the billing for them.

A Return to 'Tell All'

The 36-page advertisement which Ford Motor Co. will publish in the May *Reader's Digest*, at a total promotional cost of nearly $1 million, is notable for a number of reasons, in addition to the fact that it is undoubtedly the most costly single print advertisement ever published for a single product.

What intrigues us especially about it is that, as Publisher DeWitt Wallace of *Reader's Digest* commented, "it includes so much fascinating information of obvious value to everyone." The ad is in fact a reworking of the "Buyer's Digest of New Car Facts for 1959" which Ford produced earlier, and in this respect it follows all the principles the Associated Business Publications used to insist upon when it was promoting "Tell All" advertising.

Ford apparently believes that there is still room for "tell all" advertising copy, and that some facts and figures have pertinence and interest for the buying public. We hope their belief is sound, because symbology and "image" stuff is fine—up to a point; but we can't help feeling that there has been a little bit too much tendency to forget that people still have a healthy interest in such mundane things as products and prices, and that, along with atmosphere and inspiration, they sometimes have a yearning for a few simple facts.

Statistical Naivete?

Kenneth H. Myers, chairman of the production management department of Northwestern University's school of business, has a provocative article in the current *Journal of Marketing* in which he maintains that advertising expenditures as a percentage of national income have been tapering off since 1921, and that they are now a smaller percentage of national income than they were in 1900.

He points out that per capita income rose from $677 in 1929 to $1,725 in 1957, an increase of 155%, while per capita advertising expenditures rose only from $29 to $60, an increase of 107%, but adds that improved media efficiency has enabled an advertising dollar to perform about two and a half times as much work as it formerly did.

Mr. Myers' analysis is interesting and useful, no doubt, but his apparent conclusion that advertising is a less important element of economic life in the United States now than it was at various times in the past seems to fly in the face of plain old fashioned common sense.

One of the things that surprises us about Mr. Myers' presentation is that he accepts figures on advertising expenditures and national income going all the way back to 1880 without evidencing the slightest doubt about their complete validity. This strikes us as too-common practice among figure-worshippers, and something that ought to be carefully guarded against.

After all, figures for both national income and total advertising expenditures are something that have to be guessed at or estimated; there is no set of books or series of cash register receipts from which they can be taken. And while we are willing to accept the general accuracy of such figures for recent years, it seems to us that we exhibit considerable naivete if we take a supposed figure for total advertising expenditures for 1880 or 1900 at its complete face value.

Those of us who have been around this here world since 1900 or thereabout simply cannot believe—regardless of what the figures profess to show—that advertising was relatively more important then than it is now.

= = =

Advertising Age

Trade Mark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. G. D. CRAIN JR., president and publisher. S. R. BERNSTEIN, O. L. BRUNS, J. C. GAFFORD, G. D. LEWIS, vice-presidents. C. B. GROOMES, treasurer.

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Associates: New York—Charles Downes, Lawrence Bernard, Phyllis Johnson, Denis Higgins. Chicago—Albert Stephanides, Shirley Ullman, Emmett Curme, John S. Lynch, Lawrence E. Doherty.

F. J. Fanning, editorial production. Elizabeth C. Graham, librarian. Correspondents in all principal cities.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. Myron A. Hartenfeld, circulation director.

Gladys the beautiful receptionist

—Joe James, Dallas.

"I don't think the new account exec knows too much about advertising. He thinks a story board is a cocktail bar."

What They're Saying . . .

Have Pity!

Don't be hasty about blaming the proofreaders. Every precaution is taken to avoid mistakes, and before you complain about those that get away from them, you should see the ones they catch!

—Warren F. Gardner, editor of The Record, Meriden, Conn., addressing the Meriden Poetry Club.

Emotive Advertising

Miss Marghanita Laski unemotionally criticised uninformative advertisements during a meeting in a House of Commons committee room last week. Miss Laski, who is one of the supporters of Mr. Francis Noel-Baker's plan to investigate the advertising industry, said the trouble with many advertisements was that they were written not factually but in the emotional language of "poetry, religion and love." An ultimate of absurdity of this sort was reached recently on television, she suggested, when a girl was shown "kissing a packet of cod." The proper instrument for measuring the value of frozen fish, among other things, Miss Laski says, is not emotion but reason.

—Manchester Guardian Weekly, Manchester, England, March 12 issue.

In the Public Interest

It may be that commercial tv, like prostitution, is here to stay; but there is no reason why the wages of vice should not serve the public interest.

—New Statesman and Nation, London, England.

Rough Proofs

"Are your income taxes unfair?" asks an article in the April issue of *Ladies' Home Journal*.

Coming just as Uncle Sam reached deeply into the pockets of all his citizens, this can be regarded as a rhetorical question.

•

"There's opportunity for you in Ann Arbor's growth," promises the *News*.

And the Wolverines of the University of Michigan will do their best to make the forecast come true.

•

Advertising men don't say goofy things like "Let's run up a flag and see who salutes," Leo Burnett points out.

No, but why spoil the innocent fun of people who think they do?

•

If John Johnson, publisher of *Ebony*, starts a magazine in the new African republic of Ghana, he may have a chance to introduce baseball to the Dark Continent by featuring Willie Mays and Ernie Banks.

•

Guild, Bascom & Bonfigli tells readers of AA it wants a copywriter in its San Francisco office who is "a genuine pro, but able to shake the shackles of conformity."

Conformity represents shackles only when you can't shake 'em.

•

Jack Brickhouse, the sportscaster, says the Los Angeles Dodgers expect their talented young catcher, Norm Sherry, to improve with age.

•

The New York Stock Exchange is warning the public via advertising to invest only on a sound basis.

Under similar circumstances 30 years ago, Secretary of the Treasury Andrew Mellon was saying, "Now is the time to buy bonds."

•

Trendex says high ratings don't necessarily mean high sponsor identification.

All they do is expose bigger audiences to the commercials.

•

Tv advertising is wonderful, especially when an advertiser of home permanents plugs the product on a boxing show many of whose viewers are too bald to be interested.

•

One thing Clairol, just purchased by Bristol-Myers, succeeded in doing was to persuade graying ladies to refer to it as a hair tint instead of a hair dye.

•

McCann-Erickson lets you in on the knowledge that copywriters in Spanish are "escritores de copia."

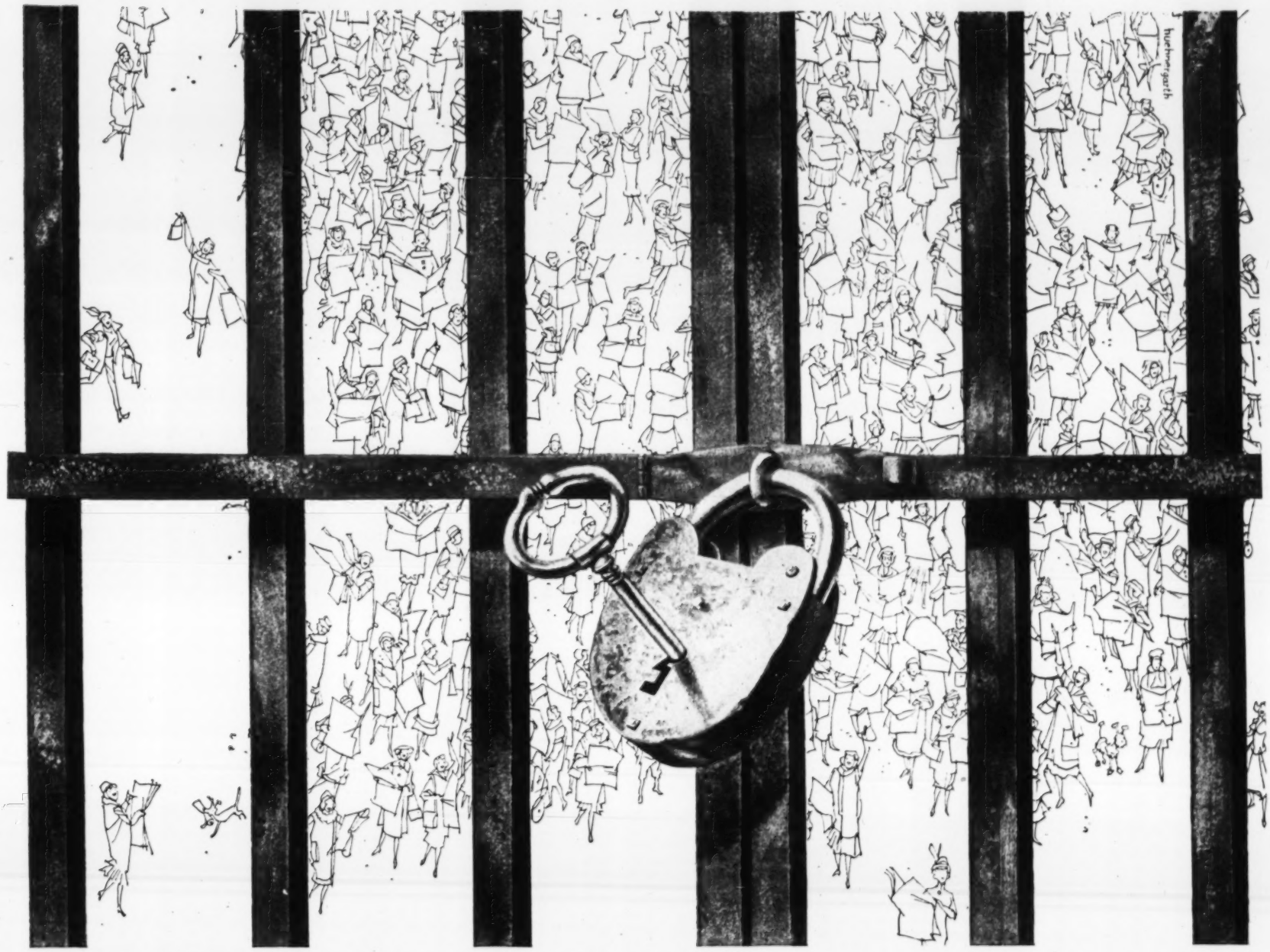
But the job is equally tough in any language.

•

There's a $15,000 opening for a creative marketing executive in Cleveland, provided his age is 30-plus.

How about 50—that's only 35 plus 15.

COPY CUB.



Key to an exclusive franchise for 420,000 women...

They're a big market in any media man's language... the 420,000 adult women with money in their hands and buying on their minds who read The Daily Inquirer... and "pay no heed" to the evening paper. These 420,000 *exclusive* readers are only part of the 632,000 ladies who read The Daily Inquirer... and read it with all-inclusive appetites for all the wares in the busy, bustling stores of Delaware Valley, U.S.A.

420,000 *exclusive* women adults... 632,000 adult women readers... 1,352,000 total audience.

What a total audience for everything you market! What an exclusive audience for everything you market to women! What a time for scheduling The Inquirer...and exercising your exclusive franchise... for 420,000 women!

For all the facts, all the figures, send for the extract of "Philadelphia Newspaper Analysis" by Sindlinger & Company, Inc.

The Philadelphia Inquirer

Good Mornings begin with The INQUIRER for 1,352,000 adult daily readers

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO	LOS ANGELES
ROBERT T. DEVLIN, JR.	EDWARD J. LYNCH	RICHARD I. KRUG	FITZPATRICK ASSOCIATES	FITZPATRICK ASSOCIATES
342 Madison Ave.	20 N. Wacker Drive	Penobscot Bldg.	155 Montgomery St.	3460 Wilshire Boulevard
Murray Hill 2-5838	Andover 3-6270	Woodward 5-7260	Garfield 1-7946	Dunkirk 5-3557

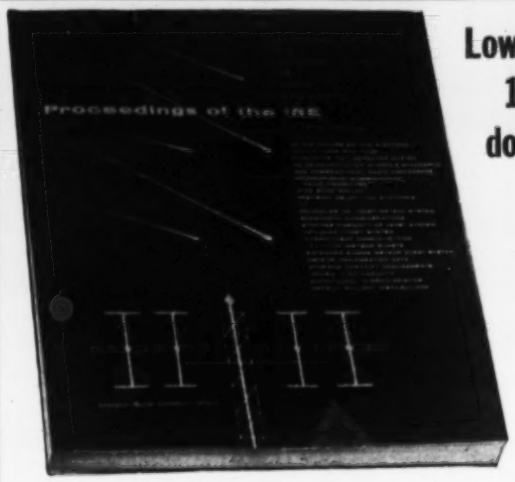
More readers.....

THE TRIBUNE GETS 'EM

....more advertising-

IN CHICAGO!

The Tribune sells 900,000 copies daily, 1,275,000 on Sundays—over one and a half times the circulation of any other Chicago paper. It is read by more families in Chicago and suburbs than the top 5 national weekly magazines combined. More than 6 times as many Chicagoans turn its pages as turn on the average evening TV show! Advertisers spent over $60,000,000 in the Tribune last year—more than in all the other Chicago newspapers put together. Unmatched, also, is the Tribune's record of advertising results. It outpulls other Chicago papers 3 to one, 4 to one, even 15 to one—evidence of a selling FORCE which is uniquely the Tribune's. And another reason why the Tribune will produce best for you in Chicago!



Lowest cost per thousand and only 12 issues a year means your ad dollars go farther in Proceedings!

Here's a coverage of a market at a rate that remembers you—a page 12 times a year costs only $8.58 a thousand in *Proceedings of the IRE*. You are guaranteed no rate increase in 1959. And 12 insertions is all that's needed to be in every well-read issue!

Circulation, highest ever and gaining, is 56,829 (ABC) plus a bonus of 13,038 students. Proceedings is one of those rare values where the best costs you less. Be sure you're in the next issue by calling:

THE INSTITUTE OF RADIO ENGINEERS **Proceedings of the IRE**

Adv. Dept. 72 W. 45th St., New York 36, N. Y. • MU 2-6606 • Chicago • Los Angeles • San Francisco

IN 1958

18% CIRCULATION GROWTH

42% AD REVENUE GROWTH

the *NEW*

Today's Health

the magazine featuring positive living for the American family

The NEW Today's Health . . . new format . . . new editor . . . new editorial policy that interprets health as positive living through better food and housing, more enjoyable leisure, and other activities that make for enriched living.

The NEW Today's Health is a dynamic, growing magazine that sells consumer products. Write for information on the NEW Today's Health story.

Today's Health published by the American Medical Association, 535 N. Dearborn St., Chicago 10, Illinois

Getting Personal

Bill Menne of the Menne Co., Los Angeles, has won the Dutch Bannister trophy for shooting a low net of 63 in the recent tournament of the Southern California Advertising Golfers Assn. . . **Charles F. Moore,** advertising and pr vp for Ford Motors Co., has been elected a director of the American Arbitration Assn. . .

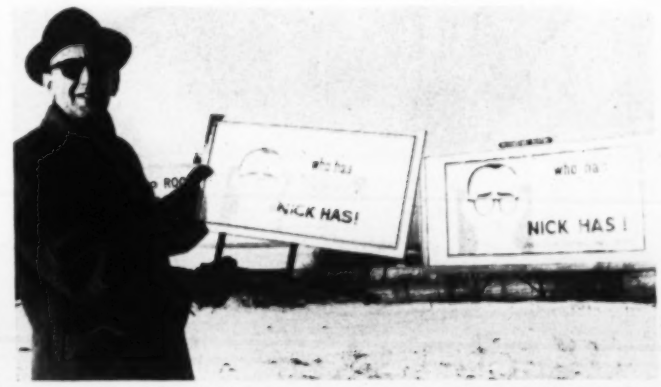
John B. "Steve" Conley, special assistant to the president of the Westinghouse Broadcasting Co. and former general manager of Westinghouse Radio Stations, was honored at a testimonial dinner marking his retirement after 34 years with the company . . . **James J. Harris,** president of Guest Pac Corp., New York, was guest of honor at a testimonial dinner April 8 sponsored by the Assn. for the Help of Retarded Children . . .

M. W. Armistead III, publisher of the *Roanoke Times & World-News,* has been named a member of the Virginia State Ports Authority . . .

George H. Hartman, Chicago advertising agency head, and Mrs. Josephine McFadden were married April 10 at Kenilworth Union Church . . .

Charlie Doughtie, copywriter with Kudner, New York, celebrated on April 13: publication day for his first book, "Gabriel Wrinkles —the Bloodhound Who Couldn't Smell" (Dodd, Mead, $2.75) . . . **Joseph E. Hanson,** retired ad director of Liggett's, Lionel Trains, Kresge's, etc., and originator of WOR, New York, has written a book for the young, "Grandfather Todd of Old Cape Cod," published by David McKay Co. . .

Marjorie Conyers, manager of Edelstein & Conyers, has been tabbed "Toledo Advertising Woman of the Year" . . . **Ruth Andre,** director of the Ann Pillsbury home service center, is the Minneapolis adwoman of the year. In private life she's the wife of **W. A. Krause,** a partner in Bruce B. Brewer Advertising . . .



ADIEU—*When Nick Lieberman, copywriter for the Rumrill Co., Rochester, N.Y., was transferred to the agency's Buffalo office, 80 of his co-workers pooled their money for an appropriate going-away present—a farewell ad on an outdoor poster a few blocks from the office.*

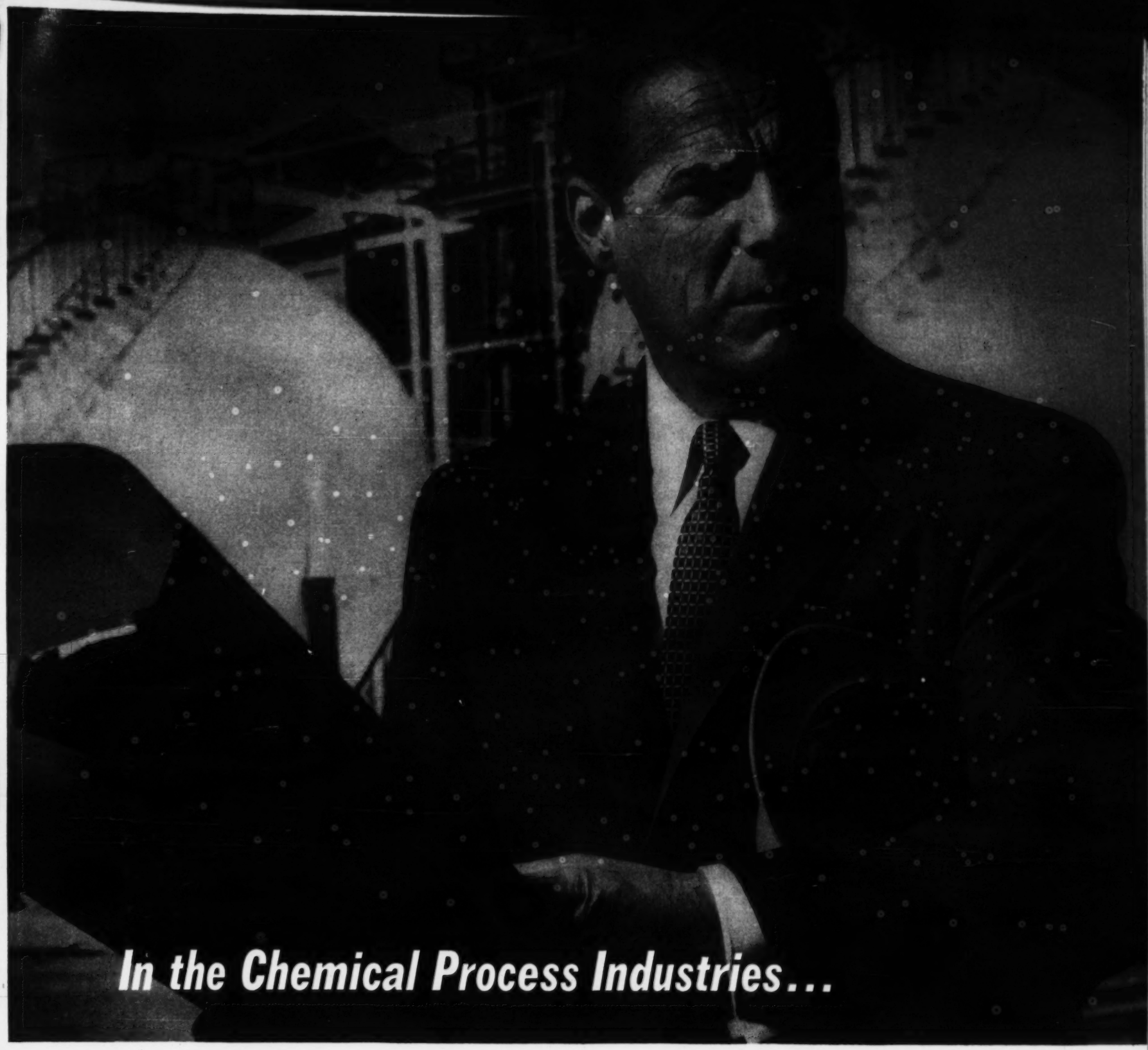
Aches and pains department: **Donn Sutton,** director of pr and advertising, Borg-Warner Corp., is recovering nicely in Good Samaritan Hospital, Phoenix, from a broken hip. While on vacation in Arizona he fell coming down a mountain trail . . . **Bill Flower,** pr vp of Outdoor Advertising Inc., New York, is recuperating from an operation performed to improve a former operation . . . **John Asher,** ad director of KMPC, Hollywood, sojourned in the hospital recently with a respiratory ailment . . . When **Joe Fontana,** vp of Foster & Kleiser Co., San Francisco outdoor advertising company, entered Mount Zion hospital recently with a heart attack, he got the biggest "Get Well" card ever from his staff—an outdoor poster directly across from his hospital room reading "Get well and come home Joe—the F&K gang" . . . On April 1 **Raymond L. Durham,** partner in the Carthage, Mo., agency that bears his name, celebrated his liberation from the body brace he's been wearing ever since he broke his back in an auto accident last November . . . **Norman E. Cash,** president of the Television Bureau of Advertising, is back at his desk after a bout with hepatitis—just in time to take over as chairman of the 1959 fund-raising campaign for the New York State citizens committee for the public schools . . .

Honeymooning in Europe after their March 13 wedding are chairman **Ely Landau** and senior vp **Edythe Rein,** both of National Telefilm Associates, New York . . . Other New York nuptials: Frances Keresey and **Don Durgin,** sales vp of NBC-TV, April 5 . . . Dorothy Farmer and **John Bush,** research account supervisor at Ted Bates & Co., April 18 . . . Nancy McKean and **W. J. Bruder,** an art director with Adams & Keyes, April 4 . . .

Hubbell Robinson, exec vp of CBS-TV, is the current *Gentlemen's Quarterly* fashion personality of the month . . . **Herbert D. Strauss,** exec vp of Grey Advertising, celebrated his 20th anniversary with the agency April 6. Among the mementos he received was a gift of 20 stereo record albums from the agency—and each anniversary day hereafter he's to receive another such gift numerically reflecting his years of service to Grey . . .

A son, Christian Lang Rogers, was born March 30 to Mr. and Mrs. **Lawrence H. Rogers** of Huntington, W.Va. This is their sixth child —two boys, four girls. Mr. Rogers is president and general manager of WSAZ Inc., and secretary of Huntington Publishing Co. Mrs. Rogers was formerly Suzanne Long, daughter of **Walter Long,** president of Huntington Publishing . . .

James G. Lamb, chairman of Arndt, Preston, Chapin, Lamb & Keen, Philadelphia, is the new president of the Maryland Society of Pennsylvania . . . **Norman Knight,** president of the Yankee division of RKO Teleradio Pictures, has been elected vp of the Boys' and Girls' Camps Inc. . . **Mortimer W. Hall,** president of KLAC, Los Angeles, has been named to a special commission on metropolitan area problems for the state of California. He'll represent radio and television on the committee . . .



YOUR MARKET IS A MANAGEMENT MAN

Watch the driving force behind CPI progress . . . in new plant facilities, product development, engineering . . . in packaging, more strategic plant sites, new marketing methods. *Watch CPI-Management!* Department heads and above, they span every major function . . . from laboratory to pilot plant to production to front-office administration. Theirs is the responsibility to make profits . . . and no single group could be more concerned with the dollar-savings your equipment, materials or services can deliver. Your job's to tell them . . . in a place that gives you CPI-Management's attention while buying decisions are being made.

CHEMICAL WEEK is that place! Factual, fast-paced, interpretive . . . it spans the overlapping interests of CPI-Management — *at all levels, in all functions* — both technical and non-technical. 28 full-time editors . . . the field's top weekly in advertising pages . . . with more than 40,000 *all-paid* circulation . . . read, preferred and subscribed to *independently* by more management men than any other chemical process magazine. Get the facts. Find out how to sell more to CPI-Management . . . *right here every week* . . . in CHEMICAL WEEK!

and you can sell him in...

A McGRAW-HILL PUBLICATION

Chemical Week

George R. Stege Jr.

Drug Merchandiser George Stege Tries Retirement—Again

CHICAGO, April 16—George R. Stege Jr., vice-president of Leo Burnett Co. and one of the best known drug merchandising men in the country, retired from the advertising business yesterday and is going to Tangerine, Fla., to live.

A native Chicagoan, Mr. Stege entered the advertising business in 1934 as assistant media buyer of the old Lord & Thomas agency under Russ Van Gunten. This was after experience in industrial sales and retail merchandising work.

He joined the staff of *Liberty* in 1936; in 1942 he returned to Lord & Thomas as account executive on Frigidaire. The agency was superseded by Foote, Cone & Belding the same year.

He moved over to Pepsodent as advertising and merchandising manager under the famous Charles Luckman in 1943. Lever Bros. bought the company in 1944, and Mr. Stege continued under the new regime as director of sales until 1949, when the operation was moved to New York.

■ He retired briefly after that, but Leo Burnett invited him to join the agency in 1950. He has been principally responsible there for the Bauer & Black account.

Mr. Stege's family was formerly in the brewing business, thus acquiring some choice business locations in Chicago. When prohibition came, he operated drug stores in several of these neighborhood spots, using them as merchandising laboratories which aided greatly to his knowledge of how to sell drug products.

Of Mr. Luckman, his former boss at Pepsodent and Lever Bros., George Stege says that he was "the greatest." His forte was in ability to analyze situations, make them clear to subordinates, and assign tasks which would accomplish the desired results.

He regards Leo Burnett as a great creative man who has been skilful in selecting able associates to handle administrative and management operations.

■ The retiring executive is only 58, but he points out that he tried to retire ten years ago. His wife accompanies him to Florida. He also has two children and five grandchildren, and because of family ties will return frequently to Chicago.

Mr. Stege owns two orange groves in central Florida. His new home there will represent a tribute to the Burnett organization in being named "Reaching for the Stars." #

ITC Appoints Four

Independent Television Corp., New York, tv film producer and distributor, has appointed Kevin O'Sullivan, formerly an account executive, regional sales manager of its New York division, George Gray, previously with Ziv Television Programs, northeastern district manager of syndicated sales, and Albert G. Hartigan, formerly with ABC Films, an account executive for syndicated sales. Lawrence L. Wynn, formerly general manager of the Concert Network, has been named an account executive for national sales.

Reach, McClinton Elects 3

Deane Uptegrove, president of H. B. Humphrey, Alley & Richards prior to its recent merger with Reach, McClinton & Co., New York, has been elected a senior vp of Reach and appointed chairman of its creative review board. Harold O. Nadler and A. W. Sage, both account executives with Humphrey, Alley, have been elected vps of the merged agency.

Felton to American Brake Shoe

Arthur P. Felton, formerly vp and director of marketing and merchandising of Cunningham & Walsh, has joined American Brake Shoe Co., New York, in the new position of director of marketing.

From "The Wonderful World of Aunt Tuddy," written by Jeremy Gury and based on an idea by Max Hess, of Hess Brothers, Allentown, Pa. Illustrated by Hilary Knight. Published by Random House, Inc.

Gives readers authoritative guidance in the selection, promotion and sale of the vast variety of products carried by department stores. Plus news of how the many branch store programs are bringing goods, services and convenience to the leading metropolitan suburbs, as well as the many other marketing areas of the country.

Gives advertisers the opportunity to cultivate and influence more than 28,000 decision-making readers, including top management, merchandisers and buyers who were responsible for record high sales in 1958 and who will probably break that record in 1959.

Department Store Economist is published by Chilton, one of the most diversified publishers of trade and industrial magazines in the country—a company with the experience and resources to make each of 17 publications outstanding in its field.

In keeping with Chilton policy, the editorial staff of Department Store Economist devotes full time to the publication, with the dual aim of editorial excellence and highly selective circulation. The result is a magazine *designed to sell* the entire department store market.

WTRF-TV STORY BOARD

Several men in a bar room were discussing one of the battles of the last big war. A lieutenant, telling his version of it, was interrupted by a former captain, who corrected him on several points. He, in turn, was contradicted by a man who claimed to be a major and told a different story. Presently a fourth man spoke up.

"Gentlemen, I was in that fight. Perhaps I can refresh your memories a little." And he gave a quiet but precise account of the action.

"What was your rank, sir?" asked the bartender.

"I was a private," he replied, preparing to leave. "How much do I owe you for the drinks?"

"Not a thing, sir, not a thing," said the bartender. "You're the very first private I've ever met."

● There are all kinds of people in the WTRF-TV area, and you can reach them with a spot program on WTRF-TV . . . the looked-at station in a 36-county thriving industrial area where nearly two million people have an annual spendable income of $2½ billion. Ask the George P. Hollingbery people.

CHANNEL SEVEN ● WHEELING, WEST VIRGINIA

Collyer Agency Sets Up Training Plan for Students

Collyer Advertising Ltd., Montreal, has launched a personnel development plan for university undergraduates. Prompted by lack of training facilities for advertising and sales promotion people, the program will be on an "earn as you learn" basis during summer vacation. John Horne, a third-year commerce student studying economics and marketing at McGill University, has been chosen as the first trainee.

NAB Offers Jingles to Promote Radio Month

The National Assn. of Broadcasters, Washington, is sending a record of 30 and 60-second jingles promoting May as National Radio Month to its member radio stations. The jingles were created by Faillace Productions, New York, and feature 20 music artists.

NAB also is distributing to the stations a promotional kit which includes 30 promotional spots, sample news releases, a newspaper mat, artwork, a speech text for local use by broadcasters, a proclamation to be signed by mayors or city managers, and suggestions for local promotions and programs.

Agel & Friend Opens

Agel & Friend, a public relations company which will offer clients advertising, sales promotion and graphic services, has been formed by Jerome B. Agel and Lawrence T. Friend, at 35 W. 53rd St., New York. Mr. Agel and Mr. Friend were formerly with Batten, Barton, Durstine & Osborn.

Campbell Soup Promotes 3

Campbell Soup Co., Camden, N.J., has promoted three men. M. Crawford Pollock, director and vp of Campbell-Swanson Distributing Co., has been named director of marketing development; Richard L. Baird, advertising manager of Campbell Soup Ltd., has been appointed product marketing manager for Franco-American products and Gerald A. Thomas, assistant to the general sales manager, has been named product marketing manager for frozen foods.

McCandlish Lithograph Opens Chicago Sales Office

McCandlish Lithograph Corp., Philadelphia, a subsidiary of U.S. Printing & Lithograph Co., has opened a new sales office in Chicago at 20 N. Wacker Dr. Carl J. Voller has been named sales representative for the company at this office. McCandlish produces multi-color advertising material including 24-sheet posters, point of sale displays, booklets and folders by offset lithography.

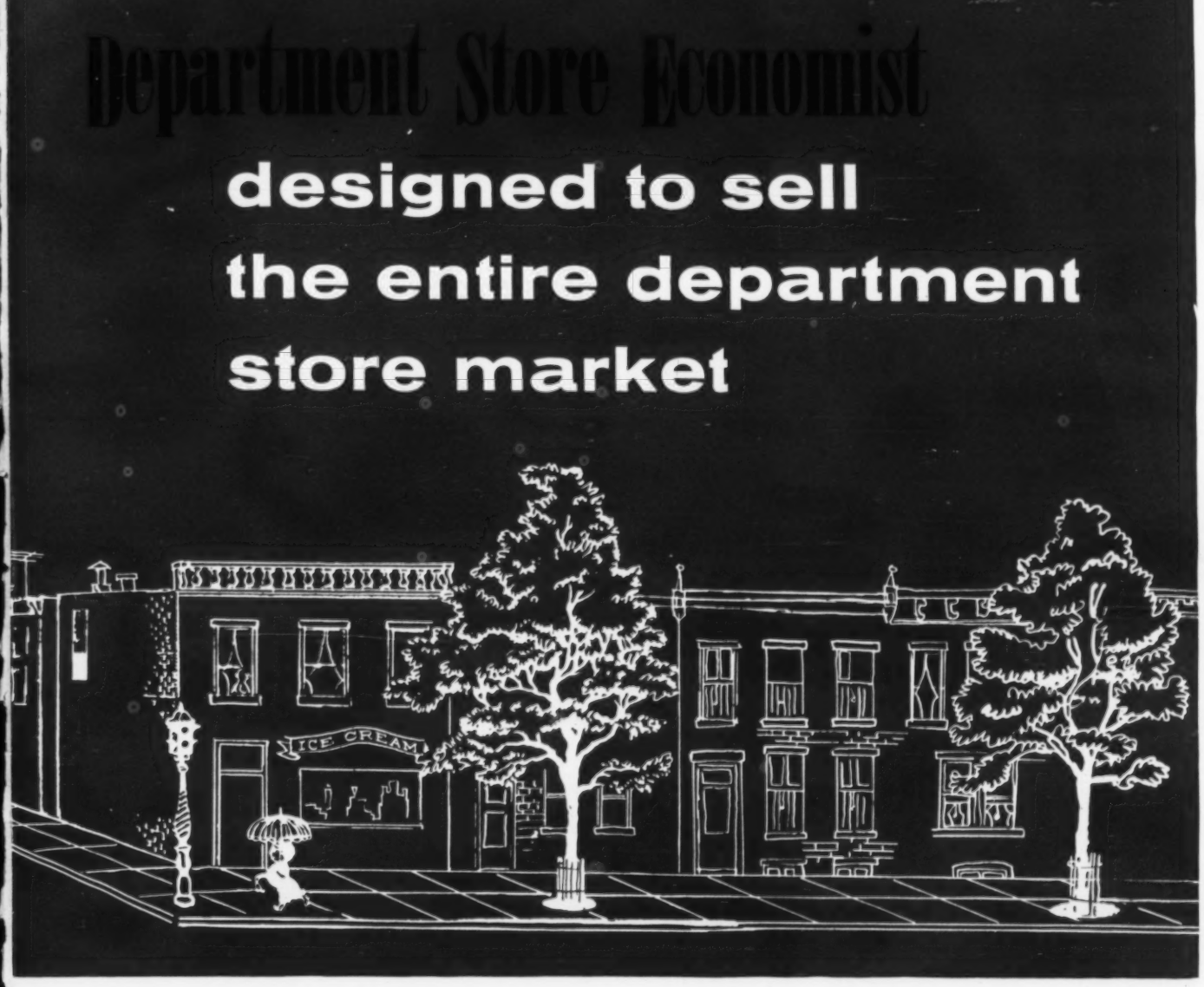
'Point of Sale Display' Stresses Selling Function

"Point of Sale Display," by R. H. Talmadge, British point of sale material designer, has been published by Studio Publications, New York and London. The author explains how to assess the selling value of point of sale display pieces and presents a background history of the medium.

Price of the 96-page illustrated book is $3.50.

Department Store Economist

designed to sell the entire department store market

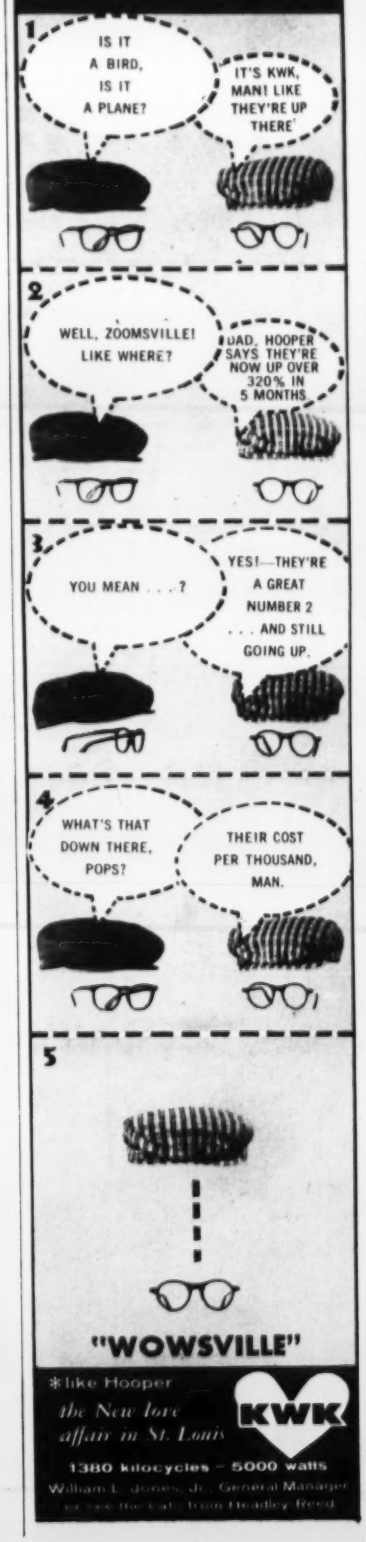


Chilton COMPANY

Chestnut and 56th Streets • Philadelphia 39, Pennsylvania

PUBLISHER OF: Department Store Economist • The Iron Age • The Spectator • Automotive Industries • Gas Hardware Age • Boot and Shoe Recorder • Butane-Propane News • Electronic Industries • Jewelers' Circular-Keystone Aircraft and Missiles Manufacturing • Optical Journal & Review of Optometry • Distribution Age • Hardware World Motor Age • Commercial Car Journal • Product Design & Development • Business, Technical and Educational Books

AUSTIN & HEALY IN KWK LAND


1
IS IT A BIRD, IS IT A PLANE?
IT'S KWK, MAN! LIKE THEY'RE UP THERE'
2
WELL, ZOOMSVILLE! LIKE WHERE?
DAD, HOOPER SAYS THEY'RE NOW UP OVER 320% IN 5 MONTHS
3
YOU MEAN . . . ?
YES!—THEY'RE A GREAT NUMBER 2 . . . AND STILL GOING UP.
4
WHAT'S THAT DOWN THERE, POPS?
THEIR COST PER THOUSAND, MAN.
5

"WOWSVILLE"

*like Hooper

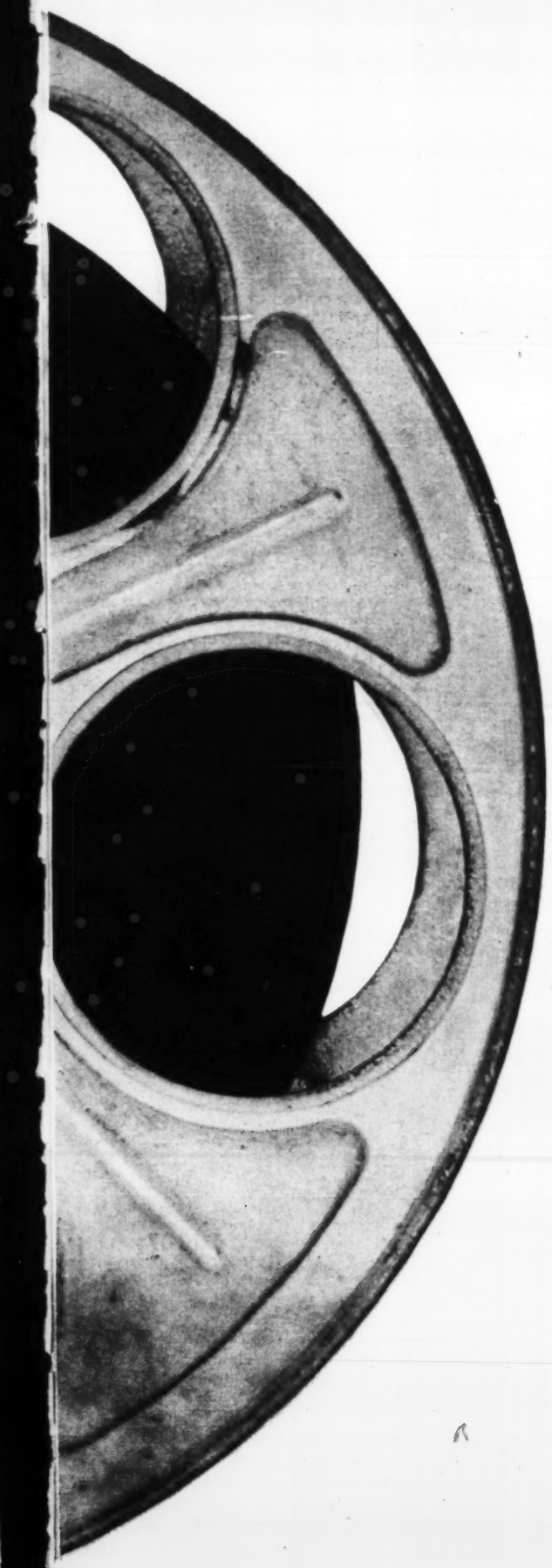
the New love affair in St. Louis

KWK

1380 kilocycles – 5000 watts

William L. Jones, Jr., General Manager

or see the rate from Headley Reed



NO END IN SIGHT

FOR "MY LITTLE MARGIE"... NOW IN ITS 6TH RUN

When you're ahead, you keep playing the same winner. Over 190 stations have had tremendous success with strip-programing. Fourth, fifth and sixth run, "MARGIE" has beaten leading network, syndicated and local shows. **When you can't beat a top show... *buy it.***
126 programs available.

NO. 1 RATING... AND THERE'S NO END IN SIGHT.

NEW ORLEANS . . . 4:30 P.M. . . . **22.1** . . . 3rd Run against American Bandstand, 12.4; Four Most Features, 8.1.

HOUSTON-GALVESTON . . . 6:00 P.M. . . . **26.6** . . . 3rd Run against World At Large/Newsreel, 8.5, Local News/ABC News, 5.0.

NASHVILLE . . . 1:00 P.M. . . . **15.7** . . . 6th Run against Home Folks Playhouse, 5.6, Beat the Clock, 5.5.

A ROLAND REED PRODUCTION

F OFFICIAL FILMS, INC.

25 WEST 45TH STREET • NEW YORK 36, N. Y. • PLAZA 7-0100

Worthington Push Offset Bias Created by Faulty Product

(Continued from Page 2)

and other information would be sent to the customers' operating executives. It also acknowledged the shortcomings of the earlier model and said the new machine was "designed to take advantage of all we have learned."

■ A second letter went to all customer executives on a bi-weekly schedule. Attachments concentrated on education value and technical usefulness because "conveying technical capability was a prime objective."

Mr. Freeman said 12 units had been sold in the 18 months preceding this program—and 30 were sold in the six months after it. He said the program was creative "because it effectively concentrated all corporation executives and operating talent on one well-defined communications problem.

"All of our people making sales contacts," he continued, "found that customers were becoming more cordial, were listening more carefully to our story. We decided on a general industrial follow-up ad, which was a reproduction of one of the executive direct mail letters. This was, in effect, a concluding gesture of good will to the industry.

"The result was a $1,000,000 increase. Moreover, the talents, advice and service of many groups within the company—from top executives through operating division and field sales force—were coordinated for the first time to assure objectivity and customer know-how every step of the way."

Mr. Freeman called this "a good example of marketing thinking."

■ John K. Lord, of the Howard Swink Advertising Agency, blamed lack of effective coordination between advertising and sales for the failure of many standout ad campaigns to run up desired sales results.

"Products are developed and marketing strategy is planned," he said. "Price and policies are established. Controls are set up. Powerful advertising programs are created. Everything is tied up in a neat, tight bundle. If the program clicks, the marketing concept receives the accolades. If it flops, frequently the finger is pointed accusingly at the advertising program.

"Any advertising program that fails to include in its basic strategy a system for following up advertising with coordinated sales effort throughout the distribution process lacks the essential ingredients for ultimate success. Moreover, lack of systematic sales follow-up makes it difficult or virtually impossible to evaluate advertising's effectiveness in relation to the company's sales and profits." #

Slump, Strike Cut 'N.Y. Times' '58 Income, Net

NEW YORK, April 14—The *New York Times* grossed $85,576,162 from its newspaper operation last year—mostly via advertising and circulation—and netted $166,052. In 1957—the first year the daily made its figures public—the newspaper's revenue was $86,844,399 while the net was $1,462,814.

From all operations (Spruce Falls Power & Paper Co. Ltd. and gains on real estate sales) the Times Co. last year had a total net of $1,285,359. In 1957, this figure was $3,010,067.

Advertising (less discounts, allowances, commissions and returns) amounted to $65,833,213 last year. Circulation brought in $17,969,856. The 1957 advertising figure was $66,922,473; the circulation total was $17,899,419.

Ad volume in 1958 was 50,655,463 lines, a loss of 1,679,050 lines from 1957. The *Times* estimated the loss "directly attributable" to last December's newspaper strike at about 2,300,000 lines.

■ The newspaper described 1958 as "a most unusual advertising year." It said: "The effects of the recession, the sharp decline in help-wanted advertising and general restriction of business activity held linage down until well past the middle of the year.

"As of Sept. 30, the *Times*' advertising loss was 819,267 lines. Then the tide turned. Advertising surged upward and by Dec. 9, the eve of the strike, the loss had been converted into a gain of 308,716 lines. Further gains were in sight during the balance of the pre-Christmas season. They were never realized, as distribution of the *Times* stopped on Dec. 10.

"However, the basic advertising picture for the year was one of strength and progress. 1958 was the 40th consecutive year of *Times* advertising leadership in New York; the *Times* increased its share of all advertising printed in the seven major New York newspapers to 31.4%, the highest in its history. Of all the major New York newspapers, the *Times* had the smallest percentage of advertising loss in 1958—3.2%.

■ "In general advertising, the *Times* gained 618,742 lines over the full year 1957; financial advertising also ended the year with a gain. The *Times Magazine* in 1958 made a notable advance, printing more lines of advertising than any other magazine. This was the first time the *Times Magazine* had won leadership in linage over the large-circulation national magazines."

The newspaper said it carried 42 special all-advertising sections in 1958, which contributed 845,005 lines to its total. This was a gain of 164,180 lines over 31 such sections in '57.

It reported its linage gain at the end of March, 1959, at 1,900,000 over the corresponding 1958 figures, and said first quarter figures point to a record ad year—"one which promises to exceed the previous high total of 54,060,574 lines printed in 1956."

Circulation (eliminating the Dec. 10-28 strike period) was put at 623,588 daily and 1,261,874 Sunday in 1958. The 1957 figures were 597,875 daily and 1,224,130 Sunday. Average net paid for the first quarter of this year was 670,000 weekdays and 1,350,000 Sundays.

■ The *Times* reported its advertising and circulation dollar volume totals for the past six years as follows:

Year	Advertising	Circulation
1958	$65,833,213	$17,969,856
1957	66,922,473	17,899,419
1956	67,226,640	16,704,325
1955	58,470,759	15,826,343
1954	49,625,481	14,406,215
1953	46,880,164	13,557,282

Sylvania Names Smith

Lawrence A. Smith has been appointed sales promotion manager of Sylvania Lighting Products, a division of Sylvania Electric Products, Salem, Mass. He formerly was in the advertising and sales promotion department of the General Electric Co. lamp division in New York and Cleveland.

Four A's Adds Three

The American Assn. of Advertising Agencies has elected three agencies to membership. They are F. P. Walther Jr. & Associates, Boston; Horton, Church & Goff, Providence, R.I., and Hugh H. Graham & Associates, 10 Arcade, New Britain, Conn.

Play it cool!

Drum up more sales with ABC Radio's giant summertime promotion!

"Play It Cool!" is strictly a summer promotion, conceived for the specific purpose of selling warm-weather products – like easy-to-prepare foods, air conditioners and freezers, suntan lotion, deodorants, soft drinks, beer, automotive and travel products.

Feature No. 1: The commercial for your product will be adjacent to editorial matter pertaining directly to your product. And ABC will schedule additional on-the-air promotional spots in other time periods to stimulate consumer demand.

Feature No. 2: ABC will conduct a large-scale merchandising campaign (both advertising and direct mail) beamed at your best customers. The campaign will tell them your product is being advertised through the "Play It Cool" promotion, and offer point-of-sale and tie-in material.

Join the growing list of sponsors who have already signed up. For full information, contact your ABC Radio representative or write:

ABC RADIO NETWORK

7 West 66th St., New York 23, N. Y.

Aloha!

IN OUR NEW

50th STATE, HAWAII...HONOLULU'S

GREAT AND ONLY SUNDAY NEWSPAPER

The Sunday Advertiser

will add *Family Weekly* .....to its fine Sunday features beginning with the issue of May 3

The Honolulu Sunday Advertiser is the only Sunday newspaper serving the economic center of the 50th State of the Union. With a metropolitan area population of over 350,000, Honolulu is the buying center for the Hawaiian Islands which account for $700 million in retail sales. Oahu, home of Honolulu, does 85% of all sales made in the islands. Honolulu's consistent growth in economic importance is the result of a continuous expansion of U.S. defense activities, agriculture and industrial production, tourist trade and as a central market for all the islands. With the admission of Hawaii as our 50th State, its economic expansion and marketing importance will be dramatically accelerated. The Sunday Advertiser's circulation of over 82,000 makes it an important influence in the biggest market in our newest state. FAMILY WEEKLY is proud to have The Sunday Advertiser among its 181 distributing newspapers.

THIS BRINGS THE TOTAL CIRCULATION OF FAMILY WEEKLY TO

4,581,086

THROUGH 181 DISTINGUISHED NEWSPAPERS

'Cleaned Up' Comics Books 'Sure Bet' as Ad Medium: Goldwater

(Continued from Page 2)

ror, lust, smut and crime and to set standards of good taste in ads and editorial matter. A former judge, Charles F. Murphy, took over as comics czar to administer the code and admonish offenders (AA, Nov. 1, '54). He was subsequently succeeded by Mrs. Guy Percy Trulock, former president of the New York City Federation of Women's Clubs.

Mr. Goldwater, whose Archie titles ring up 3,000,000 in circulation, told ADVERTISING AGE that advertisers are "losing a sure bet" in not using comics books.

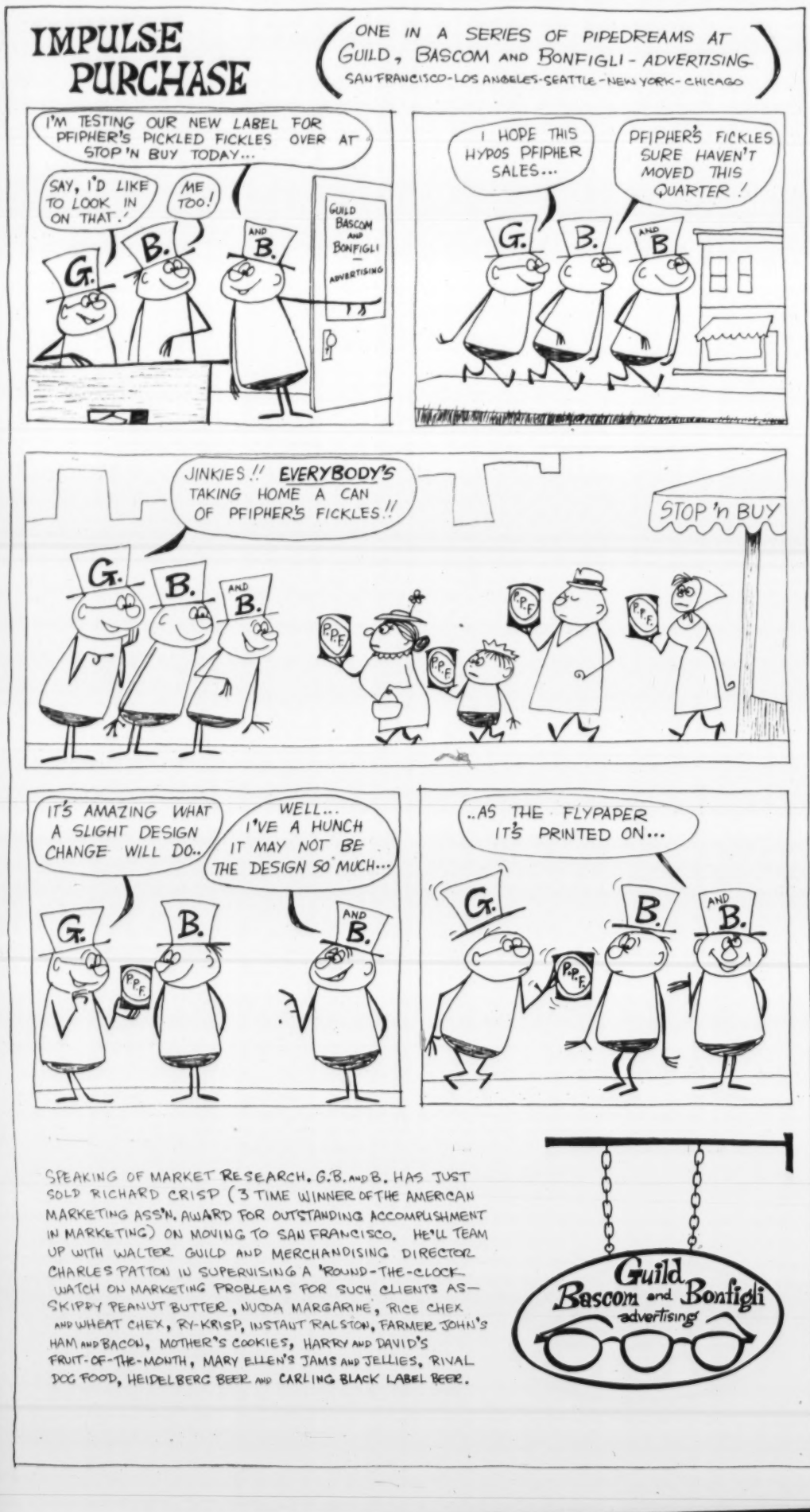
■ "If agencies paid more attention to giving advertisers their money's worth and dollar-for-dollar value for money spent, rather than seeking prestige in the big magazines, they would get better results for a fraction of the cost," he said.

"It's a fact that because of the prestige angle, the advertiser goes into magazines like *Life* and spends millions and wastes money, when he can get better results using comics books. And to top it off, a lot of these agencies wind up using comics strips in the ads."

He said the "prestige" factor in advertising is valuable, but "common sense" should be used, too, especially when advertising to the teen-age market.

"Kids look at us (comics books) with the same respect with which adults look at *Life*. A kid builds up a hero image so when Superman or Archie endorses something, the kids go for it."

Mr. Goldwater's own Archie group (inside color page rate, $3,500) lists American Machine & Foundry, Smith Bros., Wildroot, Bendix Aviation and A. C. Gilbert as some of the national advertisers using the comics book medium. #


IMPULSE PURCHASE
(ONE IN A SERIES OF PIPEDREAMS AT GUILD, BASCOM AND BONFIGLI - ADVERTISING SAN FRANCISCO-LOS ANGELES-SEATTLE-NEW YORK-CHICAGO)
I'M TESTING OUR NEW LABEL FOR PFIPHER'S PICKLED FICKLES OVER AT STOP 'N BUY TODAY...
SAY, I'D LIKE TO LOOK IN ON THAT.
ME TOO!
GUILD BASCOM AND BONFIGLI — ADVERTISING
I HOPE THIS HYPOS PFIPHER SALES...
PFIPHER'S FICKLES SURE HAVEN'T MOVED THIS QUARTER!
JINKIES!! EVERYBODY'S TAKING HOME A CAN OF PFIPHER'S FICKLES!!
STOP 'n BUY
IT'S AMAZING WHAT A SLIGHT DESIGN CHANGE WILL DO..
WELL... I'VE A HUNCH IT MAY NOT BE THE DESIGN SO MUCH...
..AS THE FLYPAPER IT'S PRINTED ON...
SPEAKING OF MARKET RESEARCH. G.B. AND B. HAS JUST SOLD RICHARD CRISP (3 TIME WINNER OF THE AMERICAN MARKETING ASS'N. AWARD FOR OUTSTANDING ACCOMPLISHMENT IN MARKETING) ON MOVING TO SAN FRANCISCO. HE'LL TEAM UP WITH WALTER GUILD AND MERCHANDISING DIRECTOR CHARLES PATTON IN SUPERVISING A 'ROUND-THE-CLOCK WATCH ON MARKETING PROBLEMS FOR SUCH CLIENTS AS— SKIPPY PEANUT BUTTER, NUCOA MARGARINE, RICE CHEX AND WHEAT CHEX, RY-KRISP, INSTANT RALSTON, FARMER JOHN'S HAM AND BACON, MOTHER'S COOKIES, HARRY AND DAVID'S FRUIT-OF-THE-MONTH, MARY ELLEN'S JAMS AND JELLIES, RIVAL DOG FOOD, HEIDELBERG BEER AND CARLING BLACK LABEL BEER.
Guild Bascom and Bonfigli advertising

Brewers Hike TV Budgets, Cut Other Media, TvB Reports

(Continued from Page 3)

will publish a complete list of brewers who spent $20,000 or more in tv during '58. Meanwhile it has released two preliminary summaries of brewers' tv activities last year: (1) Spot and network tv investments and *Modern Brewery Age's* figures on barrel sales of the top 20 brewers and (2) a table showing the proportion of brewers' tv budgets invested in announcements, programs and IDs (spot) scheduled.

The most spectacular user of IDs on a large scale was F&M Schaefer Brewing Co., the bureau notes. Schaefer had to develop a whole new advertising formula in April, '58, after the Brooklyn Dodgers moved to Los Angeles. The brewer nearly doubled its spot tv budget over its '56 level of $648,000, jumping the figure to $1,285,780.

■ Putting $40,200,000 into spot tv, brewers divided their budgets as follows: 10.9% into daytime, 78.9% into nighttime and 10.2% into late night spots.

In type of activity, the bureau's report shows brewers spent $16,800,000 (41.8%) in announcement campaigns, $16,200,000 (40.3%) in program campaigns and $7,200,000 (17.9%) in spot campaigns.

The top 20 brewers spent $29,466,856 in television, a 10% boost over 1957. Billing in 1958 was as follows:

Top 20 Brewers' '58 TV Spending*

Company	Spot	Network	Total
Joseph Schlitz Brewing Co.	$1,778,680	$2,724,378	$4,503,058
Falstaff Brewing Corp.	2,288,920	969,879	3,258,799
Anheuser-Busch	3,017,190	——	3,017,190
Pabst Brewing Co. (also Blatz)	2,836,100	——	2,836,100
Theo. Hamm Brewing Co.	1,690,180	366,480	2,056,660
Piel Bros.	1,873,880	——	1,873,880
Carling Brewing Co.	1,556,620	286,749	1,843,369
P. Ballantine & Sons	1,440,940	130,931	1,571,871
National Brewing Co.	1,278,100	240,980	1,519,080
F&M Schaefer Brewing Co.	1,285,780	——	1,285,780
Miller Brewing Co.	423,680	805,288	1,228,968
Jacob Ruppert	1,137,160	——	1,137,160
Lucky Lager Brewing Co.	655,750	——	655,750
Stroh Brewery Co.	524,340	77,481	601,821
Liebmann Breweries	488,470	——	488,470
Duquesne Brewing Co.	434,100	23,750	457,850
Drewry's Ltd. U.S.A.	450,390	——	450,390
C. Schmidt & Sons	401,290	——	401,290
Olympia Brewing Co.	140,990	——	140,990
Adolph Coors Co.	118,380	——	118,380

*Figures do not include spending by local distributors.

Longyear, Brussels Head of McCann PR Unit, Is Lost at Sea

NEW YORK, April 15—Peter Longyear, 32, manager of the Brussels office of Communication Counselors Inc., a subsidiary of McCann-Erickson, was lost at sea during a storm while trying to mend the split mainsail of a crippled 60' yawl off the English coast last weekend while sailing to England from the Netherlands with friends.

Mr. Longyear was born in New Rochelle, N.Y., and was graduated from Harvard College. In 1951-52 he was attached to the U.S. Information Service office in Bern, Switzerland. From 1952 to 1957 he was on the public relations staff of the Texas Co. in California. He joined Communications Counselors in 1957 and, after six months in the New York office, was sent to Brussels as manager of that office.

His wife, Mary, and two friends, William Buell, second secretary of the U.S. embassy in Brussels, and Andrew Kemp, an English university student, were picked up by a British lightship off Harwich, England, and taken to that city for hospitalization.

WILLIAM C. KREUGER

NEWARK, April 15—William C. Kreuger, 71, board chairman of G. Kreuger Brewing Co., died yesterday at Presbyterian Hospital after an illness of several months. He was the son of the late Gottfried Kreuger, founder of the brewery, and would have completed 50 years with the company in May. He served as president from 1926 to 1952, when he became chairman. Mr. Kreuger was a past director and treasurer of the U. S. Brewers Foundation.

Kreuger Brewing Co. was sold in 1957 to an investment syndicate (AA, Jan. 21, '57), for approximately $1,000,000, but Mr. Kreuger and some members of his family reportedly retained a substantial financial interest in the company.

WILLIAM K. PEHLERT

NEW YORK, April 15—William King Pehlert, 52, vp and account supervisor at Cunningham & Walsh, died yesterday at Rolling Hills Hospital, Elkins Park, Pa., after a brief illness following surgery.

Born in Philadelphia, Mr. Pehlert after leaving high school worked in the advertising department of Henry Disston Co., Philadelphia tool manufacturer, for several years, and later became advertising manager of John Lucas Co., a paint manufacturing subsidiary of Sherwin-Williams Co. He joined Cunningham & Walsh in 1942.

For many years he was active in Plays and Players, an amateur theatrical group in Philadelphia, and was a member of the Poor Richard Club of Philadelphia.

PAUL C. LYTLE

WORCESTER, April 14—Paul C. Lytle, 54, president and business manager of Radio Station WNEB and the New England Broadcasting Co., died at Memorial Hospital here March 16, a few hours after being stricken with a heart seizure. A graduate of Babson Institute of Business, he had lived in Shrewsbury for many years and was active in civic affairs. He founded the New England Broadcasting Co. in 1946 and previously had been vp and director of H. P. Wood & Co., a Boston and Worcester investment counselor.

ELVIN M. HIRST

PHILADELPHIA, April 14—Elvin M. Hirst, 65, retired advertising manager of Bayuk Cigar Co., died April 11. Mr. Hirst had been affiliated with the cigar company for 35 years until his retirement a year ago.

A GIRL'S BEST FRIEND IS HER *seventeen*

While a girl reads SEVENTEEN, she's in another world—a world that's all *hers*. Reach her there and she's all *yours!* For SEVENTEEN is the magazine she believes in, lives by and buys from. Why is the teen-age girl so devoted to SEVENTEEN? Because SEVENTEEN is devoted to *her*—EXCLUSIVELY. No other magazine gives her such complete understanding and friendly guidance. Perhaps that's why the advertising messages in SEVENTEEN create such amazing buying action. 65.2% of SEVENTEEN's every-issue readers have actually bought from its pages! Today this is more important than ever to advertisers. For *the Teen-Age Market has come of age* in a great big way!

it's easier to **START** *a habit than to* **STOP** *one!* SEVENTEEN MAGAZINE • 488 Madison Avenue, New York 22 • PLaza 9-8100

DOUBLE EXPOSURE FOR YOUR ADVERTISING: SEVENTEEN-at-School—only magazine of its kind—offers your educational materials to high school home economics teachers. SEVENTEEN Magazine carries your advertising into their classrooms. Ask us about it!

Why Did Mr. Han

Send This Letter from Hong Kong?

Mr. Han is vice president of an Asiatic company that manufactures weaving machinery. He wanted a concise list of textile companies on the American West Coast which might be prospects for his products.

His letter was one of the 80,000 that arrive at our offices every month, from individuals and companies all over the world—many seeking answers to specific sales or marketing problems. And, in almost every instance, our Sales Information Service can supply the answers in a matter of hours.

This department regularly combs business publications, newsletters, the advertising trade press, Government and private industry data, to collect and file up-to-the-minute marketing and sales information on more than 2,000 subjects. At the drop of your postcard, or through your McGraw-Hill representative, it can supply you with information on potential markets, successful advertising programs, channels of distribution for new products, sales techniques—anything a company might need to augment a sales or marketing program.

We believe this kind of service to our advertisers ties in closely with the responsibility of producing the 39 McGraw-Hill business publications—the "textbooks of industry" that regularly reach more than 1,300,000 executives and engineers in key positions throughout business everywhere.

These are reasons why Mr. Han—as well as businessmen throughout the world—look to us as the headquarters for business information.

McGraw-Hill

PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd ST., N. Y. 36, N. Y.

April Pages and Linage in Consumer Magazines

Current and Year-to-Date Figures for U.S., Canadian and Foreign Publications Reporting to Advertising Age

	Pages				Lines			
	March 1959	March 1958	Jan.-March 1959	Jan.-March 1958	March 1959	March 1958	Jan.-March 1959	Jan.-March 1958
Weeklies, Bi-Weeklies, Semi-Monthlies (March)								
Commonweal	14.1	11.0	51.8	42.2	5,922	4,620	21,756	17,724
†Cue	60.0	78.7	184.5	193.8	25,739	33,747	79,147	83,151
Down Beat	48.5	44.5	121.3	108.9	20,356	18,690	50,946	45,710
Grit	28.4	29.2	86.5	76.1	28,417	29,225	86,526	76,137
Life	321.4	362.9	734.6	801.0	218,560	246,776	499,516	544,650
‡Look	149.4	118.9	293.2	280.2	101,592	80,852	199,376	190,536
†New Yorker	459.4	465.1	1,127.7	1,042.6	197,066	199,545	483,783	447,275
Newsweek	277.0	292.5	667.5	698.9	116,340	122,850	280,350	293,538
Presbyterian Life	18.3	13.0	47.2	34.8	7,693	5,490	14,635	19,820
The Reporter	19.7	14.1	61.7	47.6	8,281	5,929	25,938	20,004
†Saturday Evening Post	246.3	278.5	613.5	649.9	167,474	189,350	417,160	441,953
†Saturday Review	103.0	115.0	311.0	276.4	43,242	48,298	130,601	116,130
Sporting News	20.0	18.4	51.4	63.6	21,663	19,955	55,804	69,051
§Sports Illustrated	180.0	182.0	386.1	377.3	77,169	78,078	165,544	161,815
Time	261.7	298.4	693.4	736.3	109,933	125,335	291,242	309,247
†TV Guide	52.8	51.2	153.3	142.6	9,604	9,333	27,898	25,984
U. S. News & World Report	225.2	222.7	619.4	640.5	94,580	93,538	260,143	269,004
Total Group	2,485.2	2,596.1	6,204.1	6,212.7	1,253,631	1,311,338	3,090,383	3,131,729

† Four issues in March 1959; five issues in March 1958. ‡ Three issues in March 1959; two issues in March 1958. § Starting with January figures regional pages and linage are counted in full except where an ad has appeared in more than one regional edition; then the space is counted only once.

	Pages				Lines			
	April 1959	April 1958	Jan.-April 1959	Jan.-April 1958	April 1959	April 1958	Jan.-April 1959	Jan.-April 1958
Women's								
§Bride & Home	67.1	49.1	140.7	111.5	42,449	31,110	89,007	70,589
§Bride's Magazine	150.6	149.4	365.3	357.3	95,179	94,421	230,806	225,792
Everywoman's Family Circle	47.0	40.4	166.8	142.9	20,163	17,332	71,557	61,304
Good Housekeeping	134.3	124.6	377.5	380.0	57,611	53,464	161,946	163,037
Ladies' Home Journal	107.8	112.7	368.1	366.8	73,270	76,652	250,320	249,433
McCall's	63.2	80.2	247.5	259.9	43,038	54,565	168,320	176,769
†Modern Bride	99.6	185.4	228.8	185.4	62,966	117,154	144,576	117,154
‡Parents' Magazine	72.2	69.0	221.9	220.1	31,140	29,683	95,600	94,712
Seventeen	142.6	122.4	407.2	373.4	96,982	83,214	276,910	253,890
Western Family	14.1	18.4	59.0	66.8	5,931	7,708	24,810	28,053
Woman's Day	51.3	33.5	161.3	125.7	22,007	14,371	69,197	53,924
The Workbasket	41.0	33.2	178.4	161.8	8,037	6,515	34,971	31,726
Total Group	990.8	1,018.3	2,922.5	2,751.6	558,773	586,189	1,618,020	1,526,383

§ Published quarterly in January, April, July and October. † Beginning in 1959 Modern Bride changed from a quarterly to a bi-monthly. ‡ Includes Shopping Scout Section linage.

General								
American Artist	31.0	26.3	108.1	114.9	13,016	11,054	45,403	48,267
American Forests	16.0	21.5	72.6	90.6	6,720	9,030	23,520	29,036
American Legion	17.7	18.1	64.9	48.5	7,425	7,602	27,267	20,352
Argosy	28.3	24.2	93.7	91.2	12,142	10,403	40,225	39,150
Atlantic	37.3	40.8	156.5	143.3	15,661	17,122	65,760	60,212
†Christian Herald	30.9	26.8	155.8	148.9	13,280	11,519	66,881	63,948
Columbia	13.6	10.2	54.1	37.6	5,701	4,282	22,718	15,791
Coronet	53.0	45.0	212.0	168.5	9,540	8,100	38,160	30,330
Cosmopolitan	21.5	17.4	89.6	84.5	9,243	7,477	38,447	36,243
Ebony	82.5	69.7	293.7	249.7	56,130	47,456	199,767	169,857
Elks Magazine	17.4	16.2	45.4	44.5	7,485	6,989	23,431	24,095
Esquire	83.1	76.8	246.8	234.1	56,448	52,314	181,457	154,004
Extension	13.8	21.9	62.7	70.0	9,451	15,076	43,093	48,574
Flying	56.5	48.7	205.3	170.5	23,726	20,450	86,209	71,597
Gourmet	34.2	33.0	113.1	121.5	14,653	14,159	48,490	52,122
Grade Teacher	42.0	53.5	142.1	149.8	18,532	23,599	62,694	66,064
Harper's Magazine	41.1	36.2	152.2	129.6	17,268	15,199	63,940	54,444
Hi Fi Review	53.7	34.9	186.5	151.9	22,546	14,662	78,330	63,815
High Fidelity	79.3	75.6	308.9	292.4	33,306	31,752	134,738	125,139
Holiday	117.9	110.1	379.2	361.5	80,149	74,839	257,886	245,799
Hot Rod	35.1	27.4	120.3	94.6	14,742	11,522	50,568	39,732
Improvement Era	33.6	29.9	99.8	91.2	14,126	12,560	41,926	38,285
Instructor	36.8	33.6	131.2	137.3	25,175	22,974	89,759	93,921
Motor Boating	161.0	147.9	689.6	659.7	94,692	86,951	405,427	387,799
Motor Life	18.6	19.5	67.9	74.6	7,798	8,176	28,494	31,332
Motor Trend	33.7	26.4	96.8	83.8	14,168	11,102	39,412	35,224
National Geographic	64.3	53.0	177.3	171.1	15,245	12,562	42,083	40,605
Playboy	23.2	13.6	76.3	52.5	9,747	5,721	32,050	21,650
Popular Boating	101.5	72.7	355.8	254.8	59,676	42,771	209,181	149,799
Popular Photography	69.5	74.0	277.0	308.8	29,186	31,093	116,323	129,704
Promenade	18.5	18.6	69.6	73.5	7,932	7,967	29,850	31,535
Reader's Digest	91.0	68.0	284.5	190.5	16,562	12,376	51,779	34,671
Redbook	35.3	43.6	126.4	131.4	15,133	18,697	54,215	56,385
Rotarian	13.2	8.5	37.2	37.1	5,552	3,563	15,629	15,566
Sports Cars Illustrated	34.8	23.9	97.0	86.2	14,629	10,042	40,748	36,204
Today's Health	28.5	24.1	102.1	90.8	12,230	10,296	43,884	40,231
Together	9.4	9.4	49.8	41.8	4,072	4,047	21,505	17,988
Town & Country	73.3	68.5	258.5	250.7	46,321	43,352	163,421	158,472
True	38.5	40.5	113.3	104.9	16,543	17,383	48,615	44,995
V. F. W. Magazine	13.0	10.1	46.7	43.7	5,441	4,230	19,608	18,365
Yachting	133.0	128.0	595.7	562.2	78,204	75,264	350,272	330,574
Total Group	1,946.6	1,748.1	7,016.0	6,444.7	939,596	855,733	3,443,165	3,171,876

† This year's linage does not include any linage carried in Protestant Church Buildings. This publication formerly was bound into Christian Herald quarterly; now it is a separate quarterly publication.

Home								
American Home	55.7	59.5	201.5	224.5	35,229	37,580	127,347	141,879
Antiques	61.3	64.3	247.5	249.6	18,007	18,889	72,638	73,316
Better Homes & Gardens	123.4	146.8	357.3	411.4	77,989	92,781	225,832	259,999
Flower & Garden	43.3	27.9	160.2	130.8	18,196	11,712	67,325	54,949
House & Garden	107.9	119.4	225.8	257.5	68,220	75,475	142,693	162,742
Flower Grower	74.4	79.8	256.7	256.2	31,239	33,524	107,715	107,626
House Beautiful	123.6	128.7	326.4	321.0	78,134	81,318	206,257	202,906
Living for Young Homemakers	94.9	86.1	235.9	202.1	59,954	54,390	149,078	127,702
Popular Gardening	70.5	60.9	235.9	220.7	29,622	25,561	99,073	92,703
Sunset Magazine	164.9	160.0	447.4	454.9	69,296	67,235	187,984	191,141
Total Group	919.9	933.4	2,694.6	2,728.7	485,886	498,465	1,385,942	1,414,963
Fashion								
Charm	82.4	95.1	271.9	282.2	35,361	40,784	116,631	121,053
Glamour	95.7	93.3	288.0	330.5	41,076	40,043	123,564	141,769
Harper's Bazaar	70.7	105.1	372.2	408.8	44,764	66,415	235,256	258,409
Mademoiselle	120.8	103.0	327.7	313.7	51,841	44,172	140,588	134,567
Vogue	114.6	136.7	545.7	585.1	72,586	86,401	344,894	369,814
Total Group	484.2	533.0	1,805.4	1,920.1	245,628	277,815	960,933	1,025,612
Movie-Romance-Radio								
†Dell Modern Group:								
Modern Romances	27.0	28.0	99.4	87.4	11,562	12,010	42,643	37,493
Modern Screen	17.8	20.0	55.4	48.4	7,628	8,582	23,740	20,746
Screen Stories	15.6	14.0	49.6	40.3	6,679	6,004	21,233	17,290
Fawcett Women's Group:								
Motion Picture	14.5	14.0	55.4	47.9	6,213	6,004	23,783	20,533
True Confessions	28.8	22.4	98.6	75.5	12,322	9,603	42,285	32,404
Hillman Romance Group	19.4	2.8	13.6	11.2	8,324	1,202	5,895	4,884
Hillman Women's Group	19.4	23.4	66.0	82.9	8,324	10,066	28,376	35,648
Ideal Women's Group:								
Intimate Story	21.7	13.6	84.9	57.3	9,323	5,830	36,441	24,597
Movie Life	23.9	16.7	82.3	66.5	10,265	7,166	35,323	28,537
Movie Star Parade	23.9	16.7	82.3	66.4	10,279	7,166	35,325	28,495
Personal Romances	21.6	13.5	85.1	58.4	9,286	5,809	36,553	25,071
TV Star Parade	19.4	13.4	71.5	54.3	8,336	5,766	30,633	23,335
Secrets Romance Group:								
Revealing Romances	22.8	16.8	86.4	71.0	9,797	7,173	37,089	30,484
‡Confidential Confessions	22.4	16.5	74.5	40.4	9,602	7,092	31,962	17,319
‡Daring Romances	22.4	—	85.3	30.5	9,602	—	36,604	13,075
Secrets	22.8	16.8	86.4	72.6	9,797	7,196	37,075	31,161
§Silver Screen	10.6	7.7	49.4	41.8	4,556	3,294	21,194	17,924
True Story Women's Group:								
Photoplay	32.3	35.9	108.7	96.5	13,857	15,410	46,645	41,386
True Experience	17.1	13.7	64.2	54.8	7,354	5,861	27,534	23,499
True Love	17.3	13.6	64.7	55.1	7,408	5,819	27,767	23,651
True Romance	16.2	13.7	64.9	55.0	6,951	5,878	27,859	23,601
True Story	60.4	59.7	213.4	205.8	25,916	25,602	91,531	88,294
TV-Radio Mirror	12.4	12.9	52.5	44.1	5,321	5,520	22,512	18,924
Total Group	509.7	405.8	1,794.5	1,465.1	218,702	174,053	770,002	628,351

NOTE: Figures for each publication in the Fawcett, Ideal and True Story groups include all advertising carried by the group as a whole PLUS additional advertising carried by each individual publication. † No January issue in 1959 or 1958. ‡ Beginning in February Daring Romances and Confidential Confessions will be published monthly instead of bi-monthly. § Published bi-monthly; alternates with Screenland.

§Business (April)								
Dun's Review & Modern Industry	78.4	104.7	320.9	295.7	32,911	43,964	134,785	124,180
Fortune	172.0	160.7	587.5	642.2	108,704	101,594	371,300	405,902
Nation's Business	59.4	51.2	204.4	175.3	24,939	21,991	85,854	75,427
Total Group	309.8	316.6	1,112.8	1,113.2	116,554	167,549	591,939	605,509

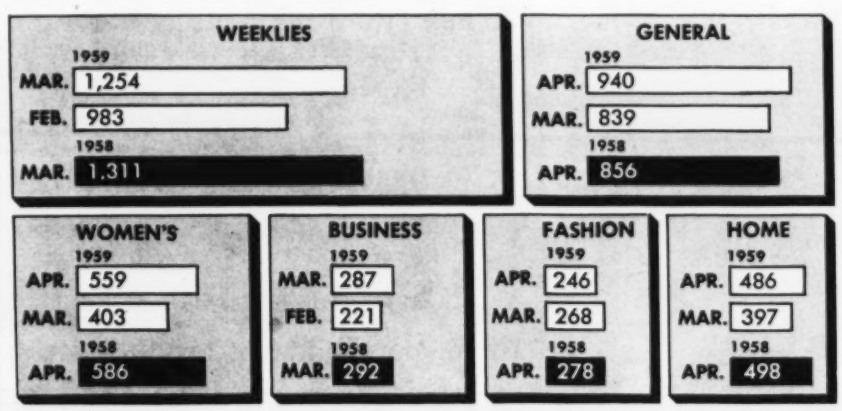
§ Because current month linage figures for several publications are not yet available this group is broken into an April section and a March section.

	Pages				Lines			
	March 1959	March 1958	Jan.-March 1959	Jan.-March 1958	March 1959	March 1958	Jan.-March 1959	Jan.-March 1958
Business (March)								
Barron's	109.0	92.4	254.5	212.0	71,512	60,647	166,958	139,074
†Business Week	404.2	438.8	1,043.8	1,119.5	169,777	184,288	438,379	470,777
Financial World	50.7	50.2	156.2	133.0	21,318	21,111	65,610	55,893
Forbes	58.5	61.8	178.1	164.7	24,579	25,972	74,802	69,217
Total Group	622.4	643.2	1,632.6	1,629.2	287,186	292,018	745,749	734,961

† Four issues in March 1959; five issues in March 1958.

Magazine Linage Trend

Figures in thousands



	Pages				Lines			
	April 1959	April 1958	Jan.-April 1959	Jan.-April 1958	April 1959	April 1958	Jan.-April 1959	Jan.-April 1958
Farm Magazines								
Capper's Farmer (mon)	49.5	65.2	181.2	246.1	21,242	27,964	77,721	105,554
Farm & Ranch—Southern Agriculturist:								
#Southeastern edition (mon)	42.6	46.4	175.8	173.8	18,292	19,922	75,424	74,573
#Southwestern Edition	40.1	44.8	156.3	168.7	17,206	19,324	67,038	72,355
Average 2 Editions	41.7	45.8	168.2	172.6	17,868	19,635	72,153	74,043
Farm Journal: (mon)								
#Central Edition	108.0	100.2	370.2	354.8	46,341	42,981	158,821	152,188
#Eastern Edition	96.5	94.5	328.4	320.1	41,409	40,550	140,875	137,314
#Southern Edition	82.7	82.9	282.2	289.6	35,475	35,546	121,072	124,236
#Western Edition	105.9	103.2	352.1	338.3	45,416	44,271	151,042	145,121
Average 4 Editions	98.3	95.2	333.2	325.7	42,160	40,837	142,953	139,715
Progressive Farmer: (mon)								
#Carolina-Va. Edition	99.6	100.7	340.3	442.7	67,700	68,468	231,392	301,062
#Ga.-Ala.-Fla. Edition	103.9	106.0	332.1	441.2	70,680	72,048	225,855	300,049
#Ky.-Tenn.-W. Va. Edition	95.1	93.6	312.0	412.1	64,664	63,642	212,181	280,221
#Miss.-La.-Ark. Edition	96.0	95.2	311.2	411.5	65,284	64,747	211,641	279,845
#Texas Edition	102.3	97.2	321.0	424.6	69,569	66,125	218,253	288,723
Average 5 Editions	99.4	98.5	323.3	426.4	67,580	67,005	219,865	289,981
Successful Farming (mon)	100.0	90.2	344.5	311.6	44,978	40,575	155,022	140,200
Total Group	388.9	394.9	1,350.4	1,482.4	193,828	196,016	667,714	749,493

Not included in totals.

Youth								
American Girl	25.3	27.4	96.1	103.6	10,860	11,769	41,222	44,464
Boys' Life	31.6	30.9	114.3	107.1	21,451	20,985	77,715	72,839
Child Life	1.2	2.4	4.0	8.0	499	1,036	1,713	3,424
Scholastic Magazines	88.2	47.8	200.3	179.2	37,067	20,054	84,167	75,307
Scholastic Roto	13.7	7.5	31.1	25.0	11,977	6,599	27,240	21,861
Total Group	160.0	116.0	445.8	422.9	81,854	60,433	232,057	217,895
Mechanics & Science								
Mechanix Illustrated	69.0	73.6	307.6	297.1	15,434	16,487	68,886	66,552
Popular Electronics	57.9	58.5	234.8	251.8	12,963	13,095	52,602	56,403
Popular Mechanics	123.8	127.0	508.8	494.4	27,737	28,451	113,965	110,762
Popular Science	116.0	116.4	458.2	470.1	25,978	26,075	102,619	105,294
†Science & Mechanics	—	—	216.5	210.0	—	—	48,490	44,824
Total Group	366.7	375.5	1,725.9	1,723.4	82,102	84,108	386,562	383,835

† Published bi-monthly; cumulative figures shown are for combined March-April issue.

Outdoor & Sport								
American Rifleman	48.3	54.9	187.9	200.2	20,709	23,204	80,595	85,884
Field & Stream	106.0	87.4	310.4	299.3	45,482	37,502	133,168	128,395
Fur-Fish-Game	29.6	20.1	95.5	76.6	12,714	8,623	40,561	32,881
Guns	23.5	22.7	79.0	88.5	10,081	9,738	33,890	37,966
Outdoor Life	93.8	94.5	303.6	297.0	40,247	40,521	130,248	127,428
Sports Afield	90.0	79.5	269.6	250.8	38,613	34,095	115,674	107,599
Total Group	391.2	359.1	1,246.0	1,212.4	167,846	153,683	534,136	520,153

(Continued on Page 32)

AGAIN

WINNER and still champion

IN A FIELD OF THREE STRONG MAGAZINES . . . you've got to be good to wind up on top again and again! And our high-stepper is kicking her heels and waving her baton to celebrate another big achievement for SPORTS AFIELD.

The ABC Publishers' Statements for the last six months of 1958 point to two significant facts: (1) Sports Afield delivered the biggest circulation in the sportsmen's field, and (2) Sports Afield delivered the lowest rate per page per thousand!

This is the second consecutive six-month period that SPORTS AFIELD has been the only sportsmen's magazine to average over 1,000,000 circulation.

These facts help simplify your advertising plans – select Sports Afield, again winner – and still champion!

SPORTS AFIELD . . 1,049,383

Field & Stream 982,859

Outdoor Life 942,791

Above circulation figures from the ABC Publishers' Statements for the six-month period ending Dec. 31, 1958.

SPORTS AFIELD • A HEARST KEY MAGAZINE • 959 EIGHTH AVE. • NEW YORK 19, N. Y.

	Pages				Lines			
	April 1959	April 1958	Jan.-April 1959	Jan.-April 1958	April 1959	April 1958	Jan.-April 1959	Jan.-April 1958
Detective & Fiction								
Cavalier	15.2	15.2	70.7	63.7	6,523	6,505	30,338	27,311
Dell Men's Group	14.0	9.5	54.9	43.2	6,025	4,088	23,580	18,535
Thrilling Fiction Group	10.6	7.8	39.9	44.2	2,376	1,757	8,938	9,909
Total Group	39.8	32.5	165.5	151.1	14,924	12,350	62,856	55,755
Newspaper Sections (I)								
(Nationally distributed with Sunday newspapers)								
The American Weekly	40.2	64.6	158.0	269.4	34,147	54,940	134,199	228,976
Family Weekly	49.2	53.2	184.9	233.8	41,798	45,239	157,231	198,811
Parade	65.7	76.2	276.7	296.7	55,825	64,775	235,179	252,211
This Week Magazine	87.4	91.7	302.9	359.3	74,312	77,938	257,495	305,406
Total Group	242.5	285.7	922.5	1,159.2	206,082	242,892	784,104	985,404

	Pages				Lines			
	March 1959	March 1958	Jan.-March 1959	Jan.-March 1958	March 1959	March 1958	Jan.-March 1959	Jan.-March 1958
Newspaper Sections (II) (March)								
(All other newspaper sections and comics)								
Chicago Tribune Magazine	145.6	172.7	381.2	431.5	123,791	146,791	324,032	366,755
New York Times Magazine	363.0	405.4	736.4	789.3	308,545	344,566	625,961	670,884
The Philadelphia Inquirer	159.9	185.4	419.0	464.4	135,920	157,561	356,151	394,753
Total Group	668.5	763.5	1,536.6	1,685.2	568,256	648,918	1,306,144	1,432,392

	Pages				Lines			
	April 1959	April 1958	Jan.-April 1959	Jan.-April 1958	April 1959	April 1958	Jan.-April 1959	Jan.-April 1958
Comics Magazines								
American Comics Group	7.0	7.0	28.0	28.0	2,646	2,646	10,584	10,584
†Archie Comic Group	—	—	14.0	13.0	—	—	5,292	4,914
†Harvey Comics Group	—	—	24.0	25.1	—	—	9,072	9,513
National Comics Group:								
Blue Unit	6.0	5.0	25.5	21.5	2,268	1,890	9,639	7,938
Red Unit	6.0	6.0	26.5	21.5	2,268	2,268	10,017	8,127
Total Group	19.0	18.0	118.0	109.1	7,182	6,804	44,604	41,076

† Published bi-monthly; cumulative figures shown are for combined March-April issue.

	Pages				Lines			
	April 1959	April 1958	Jan.-April 1959	Jan.-April 1958	April 1959	April 1958	Jan.-April 1959	Jan.-April 1958
Canadian National Weekend Newspapers (Rotogravure Linage)								
La Patrie	48.6	67.9	176.6	224.3	43,705	61,128	158,953	201,838
La Presse	90.0	72.0	299.8	221.4	81,234	64,723	269,843	217,784
Star Weekly	110.5	102.4	358.5	329.2	96,719	89,620	313,741	288,028
Weekend Magazine	121.7	109.9	415.5	367.2	118,684	107,071	405,296	358,000
Total Group	370.8	352.2	1,250.4	1,142.1	340,342	322,542	1,147,833	1,065,650
Canadian								
Canadian Homes & Gardens	57.6	58.7	131.8	143.4	39,186	39,912	89,623	97,505
Chatelaine	87.1	50.2	242.1	132.1	59,205	34,154	164,608	89,808
Liberty	31.6	35.6	101.8	111.6	13,577	15,272	43,583	46,907
Maclean's	87.7	89.0	279.0	276.8	59,641	60,490	189,711	188,201
Mayfair	26.6	41.7	117.1	134.0	18,089	28,406	79,681	91,194
Reader's Digest:								
English Edition	95.3	100.0	297.8	313.3	17,336	18,200	54,191	57,012
French Edition	109.0	108.5	329.2	333.5	19,838	19,747	59,924	60,697
Revue Moderne	24.6	29.4	76.4	78.9	16,731	20,018	51,969	53,650
Revue Populaire	24.5	23.2	66.1	60.8	17,123	16,293	46,257	42,665
†Samedi	21.8	19.6	55.3	57.1	14,989	13,740	38,486	40,015
§‡Saturday Night	46.2	53.9	111.4	109.6	19,405	22,646	46,747	46,039
§Time-Canadian	158.5	166.1	337.1	359.0	66,535	69,755	141,925	150,780
Total Group	565.8	555.9	1,696.7	1,641.5	275,685	266,232	818,033	767,654

† Two issues in April 1959; four issues in April 1958. § Not included in totals as figures for the April issues were unavailable as this issue went to press and March figures are shown. ‡ Two issues in March 1959; three issues in March 1958.

	Pages				Lines			
	April 1959	April 1958	Jan.-April 1959	Jan.-April 1958	April 1959	April 1958	Jan.-April 1959	Jan.-April 1958
§Foreign (April)								
Hablemos	31.1	19.7	57.0	49.7	26,166	16,590	47,880	41,748
Popular Mechanics:								
Popular Mekanik (Danish)	17.5	10.5	72.0	32.0	3,920	2,352	16,128	7,168
Mecanique Populaire (French)	33.5	31.7	108.4	109.4	7,504	7,112	24,281	24,516
Populare Mechanik (German)	6.9	6.2	19.5	22.0	1,546	1,400	4,368	4,939
Mecanica Popular (Spanish)	21.5	43.3	100.0	122.0	4,823	9,703	22,406	27,339
Popular Mekanik (Swedish)	10.5	10.0	34.5	35.0	2,352	2,240	7,728	7,840
Reader's Digest:								
Arabic	28.5	36.0	122.5	120.0	4,674	5,904	20,090	19,680
Argentine	57.0	51.0	155.5	157.5	10,374	9,282	28,301	28,665
Australian	72.7	51.2	248.5	221.5	13,241	9,328	45,227	40,313
Austrian	62.0	54.0	220.0	204.0	11,284	9,828	40,040	37,128
Belgian	44.0	40.0	142.0	129.5	7,700	7,000	24,850	22,663
British	83.5	78.0	255.0	261.5	15,531	14,508	47,430	48,639
Caribbean	56.0	69.5	194.5	243.5	10,192	12,649	35,399	44,317
Danish	47.7	55.0	142.7	173.2	8,118	9,350	24,268	29,453
Dutch	43.0	35.0	145.0	113.0	7,826	6,370	26,390	20,566
Finnish	28.0	23.0	79.0	66.0	5,208	4,278	14,694	12,276
French	112.0	130.0	370.5	385.5	19,600	22,750	64,838	67,463
French-Swiss	26.5	30.0	77.5	90.0	4,638	5,250	13,563	15,750
German	120.0	111.0	412.0	348.0	21,840	20,202	74,984	63,336
German-Swiss	34.0	31.0	99.0	100.5	6,118	5,642	18,018	18,291
Iberian	85.0	80.5	281.0	273.5	15,470	14,651	51,142	49,777
Indian	56.0	50.0	199.0	222.0	10,192	9,100	36,218	40,404
Italian	92.5	95.5	242.0	297.0	15,910	16,426	41,624	51,084
Japanese	40.5	35.0	148.0	144.5	6,804	5,880	24,864	24,276
Mexican	42.0	54.0	163.5	196.5	7,644	9,828	29,757	35,763
New Zealand	25.5	25.0	100.5	123.0	4,641	4,550	18,291	18,746
Norwegian	54.0	40.0	147.5	124.0	9,180	6,800	25,075	21,080
Overseas Military	34.0	42.0	137.0	156.0	6,188	7,644	24,934	28,392
Portuguese	84.5	74.5	283.0	273.0	14,788	13,038	49,525	47,775
South African	67.5	77.0	271.0	302.5	12,083	13,783	48,509	54,148
Southern Hemisphere	17.5	30.0	75.5	113.5	3,185	5,460	13,741	20,657
Swedish	64.5	69.5	177.0	165.0	11,997	12,927	32,922	30,690
Total Group	1,608.4	1,589.1	5,280.1	5,374.3	311,037	391,824	974,539	1,004,882

§ Because current month linage figures for several publications are not yet available this group is broken into an April section and a March section.

	Pages				Lines			
	March 1959	March 1958	Jan.-March 1959	Jan.-March 1958	March 1959	March 1958	Jan.-March 1959	Jan.-March 1958
Foreign (March)								
Life International:								
International Edition	93.3	85.1	190.7	192.1	63,495	57,885	129,795	130,645
Spanish Edition	52.3	53.6	148.5	159.1	35,615	36,550	101,065	108,205
Newsweek:								
Pacific Edition	81.2	66.2	188.1	174.9	34,104	27,804	78,974	73,445
European Edition	89.0	78.9	197.6	194.4	37,380	33,138	83,020	81,613
Time International:								
Time-Atlantic	131.2	109.1	307.4	296.6	55,090	46,165	129,080	124,530
Time-Latin American	121.8	112.4	284.1	280.2	51,100	47,180	119,665	117,670
Time-Pacific	114.1	83.7	277.6	224.7	48,230	35,105	116,550	94,325
Vision:								
Visao (Portuguese)	136.8	117.7	380.2	301.3	57,470	49,420	159,670	126,560
Mexican Edition	15.3	10.3	47.8	29.3	6,440	4,340	20,090	12,320
Spanish Edition	65.6	64.4	202.7	169.1	27,545	27,055	85,120	71,015
Total Group	900.6	781.4	2,224.7	2,021.7	416,469	364,642	1,023,029	940,328

Norge Offers Cake Mixes

Norge division of Borg-Warner Corp., Chicago, will offer a "year's supply" of Betty Crocker cake and bake mixes with each range it sells. The company has an exclusive long-range tie-in with General Mills, maker of Betty Crocker products, to offer the special carton of 45 assorted mixes with each range. A promotional kit, to include ad mats and radio copy, is offered to retailers who wish to promote the "Norge Cook 'n Bake Fair" promotion. Keyes, Madden & Jones, Chicago, is the agency.

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Klintworth & Associates Bows

H. Fred Klintworth, formerly marketing director of Mackes & Taylor Advertising, Allentown, Pa., has organized a new market research and sales consultant under the name of H. Fred Klintworth & Associates. The offices are at RD 1, Phillipsburg, N.J. The company will work as an aid to agencies and will prepare market and product research reports on a contractual basis.

in Medicine . . .

it's Gray's Anatomy

in TV and Radio . . .

IT'S BROADCASTING YEARBOOK!

Make no bones about it. Among medical men, Gray's simple-titled "Anatomy" is **THE** factual authority in its field. And among the busy people who spend money in broadcast advertising, there's no substitute for **BROADCASTING YEARBOOK** – the annual compendium of television and radio information compiled by the business-wise editors of **BROADCASTING** Magazine. Here, within a single set of covers, are all **THE** authoritative facts, analyses, studies and directories that TV-&-radio decision-makers will consult again and again for a full year. The 1959 edition of **BROADCASTING YEARBOOK** comes off the press in August—more comprehensive, more indispensable than ever. Among its 16,000 **paid** subscribers will be (as usual) the most important people in broadcast advertising . . . men and women who **must have facts** (and know where to find them). In short, it's a perfect place to tell **your** facts. **Deadline for proofs,** July 1; **final deadline,** July 15. Regular rates prevail. Reserve **NOW** and be sure of a front-row seat! **Call or wire collect!**

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales Street, N. W., Washington 6, D. C.

Robert Gould, 49, Promotion Head of Carling Brewing, Dies

PHOENIX, April 14—Robert S. Gould, 49, director of promotion of Carling Brewing Co., Cleveland, died of a heart attack here April 6 while attending a meeting of the brewers' program committee of the National Licensed Beverage Assn.

Mr. Gould joined Carling in 1956 as a marketing executive, and served as a member of the company's national marketing committee. Last December he was named director of promotion for all Carling brands.

Born in Chicago, he was graduated from Dartmouth College. He started his business career in the sales organization of General Foods Corp. Subsequently he became a member of the company's marketing executive training group, and later was named merchandising manager of several GF products.

■ During World War II, Mr. Gould served with the U.S. Navy as a lieutenant (j. g.) and was retired from active service after the war as a lieutenant commander.

He returned to General Foods as a merchandising executive in the hotel and restaurant division. Six years later he resigned to join Pabst Brewing Co., Milwaukee, as merchandising manager. He was credited with organizing and developing National Tavern Month, which has since become an annual promotion feature sponsored by National Licensed Beverage Assn.

HORACE W. FOSTER

NEW YORK, April 14—Horace W. Foster, 76, former advertising manager of the New York Title & Mortgage Co., died April 10 of a heart attack at his home in White Plains. After attending Ohio State University and Catholic University of America, Mr. Foster worked on several newspapers and served as an editorial writer on the old *New York Sun* for several years. After World War I he became advertising manager of New York Title & Mortgage. Later he served as pr director of the New York State Mortgage Commission and the state housing bureau. For a number of years he had been pr head of the Home Bureau of Catholic Charities. He was a member of the Sons of the American Revolution; the Silurians, an organization of New York newspaper men, and the New York Athletic Club.

ALEXANDER RICE

NEW YORK, April 14—Alexander Rice, 68, former commercial artist and onetime art director of the old Vitagraph Co., died April 9 of a heart attack at Beth-El Hospital, Brooklyn. After attending Cooper Union and the Art Students League here, Mr. Rice worked for Vitagraph and became its art director before World War I.

After the war, during which he served in the Army, Mr. Rice founded his own commercial studio and was engaged in commercial art and illustration work until 1955. Among his employes were such noted illustrators as Albert Dorne and Saul Tepper.

Chirurg Names Three: Adds Pleasure Island

James Thomas Chirurg Co., Boston, has appointed Jacques Wajsfelner, formerly with Paris & Peart, an account executive. Chirurg also has named Gilbert E. French, treasurer, and Hillard W. Welch, technical account supervisor, to its board of directors.

Chirurg has been appointed to handle advertising for Pleasure Island Inc., a park to open in June recreating the New England Heritage. All major media will be used to promote the park as a tourist attraction.

The Rambler-size "Moskvitch," Russia's low-price car, sells for a reported $2,100 in the U.S.S.R.

Made in Russia*

Americans may never see this Russian "Moskvitch" automobile or its "Made in Russia" label in a neighborhood new-car showroom. But the fact that the U.S.S.R. plans to merchandise its cars outside the "Iron Curtain" is headline news to an industry vitally interested in *every* development in the world of wheels.

In the competitive automotive industry, it's often the story *behind* the headlines that counts. That's why AUTOMOTIVE NEWS devoted a recent article (one of a popular series on "Sales Testing" the new cars) to a report on two Russian automobiles. AUTOMOTIVE NEWS' Staff Correspondents drove the cars, analyzing driving ease and performance, construction features, materials and workmanship, citing the cars' salable points and faults with equal objectivity.

Authoritative reporting and thorough coverage have marked AUTOMOTIVE NEWS leadership in the automotive industry for 34 years. Today, 150,000** well-informed readers — manufacturing executives, engineers and designers, car and truck dealers, and other decision-makers — depend on the "Newspaper of the Industry" to deliver all the news while it *is* news.

If there is a need for your product or service by the automotive industry, the men who can use it, recommend it, specify or purchase it should know about it. Put your important sales story where more of them will see it — in AUTOMOTIVE NEWS. Our Representative in your area will gladly give you complete details. Call him today!

***44,000 paid subscribers, 85 percent of whom annually renew their subscriptions at the regular $9 rate. They're offered no premiums, cut-rates or special inducements.*

* * *

NEW YORK: Edward Kruspak, Howard E. Bradley, Ray Billingham, Murray Hill 7-6871

CHICAGO: J. Goldstein, Bill Gallagher, State 2-6273

DETROIT: R. L. Webber, William R. Maas, Roy Holihan, Woodward 3-9520

SAN FRANCISCO: Jules E. Thompson, Douglas 2-8547

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The most influential publication in the automotive industry.

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Automotive News
ENGINEERING MANUFACTURING MERCHANDISING SERVICING
Makers Schedule 1.4 Million Cars In 4th Quarter
New-Car Fever Symptoms Are Noted Across Nation

'Modernization' Is Catchword of 'San Francisco Chronicle's' Thieriot

(Continued from Page 2)

on suburban circulation the *Chronicle* is ahead of all the papers in the market.

"Now that we have gone past the *Oakland Tribune*," he added, "we consider this to be a five-paper market."

Audit Bureau of Circulations figures for the period ended Sept. 30, 1958, show the *Chronicle* up 31,029 over the corresponding 1957 period. Its closest competitor in circulation gain was the *New York Times*, which gained 29,602.

■ In 1865, Mr. Thieriot's grandfather, Michael de Young, and Michael's brother Charles—both still in their teens—borrowed a $20 gold piece and started a daily paper in the bawdy waterfront town of San Francisco. During those early years such writers as Bret Harte and Mark Twain contributed to the publication.

Charles de Young was assassinated in 1880 by the son of a man whom the *Chronicle* had attacked during a red-hot mayoralty campaign. Michael carried on alone, and in 1890 moved the newspaper into San Francisco's first steel-ribbed skyscraper, a new 10-story *Chronicle* building at Market, Geary and Kearney.

Michael de Young continued as publisher until his death in 1925, when his son-in-law, George T. Cameron, took over. When Mr. Cameron died Oct. 11, 1955, the 40-year-old Mr. Thieriot became the newspaper's third publisher.

■ Today Michael de Young's grandson holds a firm grip on the newspaper, which is still "independent in all things, neutral in nothing" (in the words of the newspaper's first editorial, which appear on a plaque in the *Chronicle's* building). And the $20 gold piece has grown into a multi-million dollar enterprise.

The founders probably would fail to recognize the present-day *Chronicle*, on which Mr. Thieriot has spent some $2,000,000 in modernization and improvements—as well as additional thousands spent on radio and tv properties.

Although no statement of earnings is made public by the family-owned closed corporation, the advertising and circulation gains achieved under Mr. Thieriot's direction have been substantial in his somewhat less than four years as publisher.

■ In advertising, the *Chronicle* again claims the largest increase of any U.S. newspaper in the top 20 markets—a 1958 gain of 1,248,313 lines, compared with 468,978 lines for the second-place *Washington Post & Times Herald*.

AVOCATION—*Golf is a favorite relaxation for Mr. Thieriot.*

Still out in front in the San Francisco circulation race is the *Examiner*, with 257,000 daily and 469,000 Sunday, to the *Chronicle's* second-place 225,000 daily and 276,000 Sunday circulation. The *Examiner* also enjoys a substantial advertising lead.

The *Chronicle* has boosted its subscription price from $2.25 to $2.50 a month, the second such increase in 11 years. The increase, according to a *Chronicle* announcement, "has been made necessary by continued increases in newsprint, production and distribution costs." The daily newsstand price remains at 10¢.

■ Mr. Thieriot was educated in San Francisco, Paris and Switzerland, and took his B.A. degree from Princeton in 1936. Immediately thereafter, he started as a copy boy on the *Chronicle*. He served his apprenticeship as a reporter, financial writer, advertising salesman, circulation supervisor and labor negotiator.

After a stint in the Navy during World War II (emerging as lieutenant-commander), he returned to the *Chronicle* as assistant business manager. He became assistant general manager in 1951 and assistant publisher in 1952. He founded the *Chronicle's* tv station, KRON-TV, in 1949; while he was serving as its general manager, the station won an Emmy award for programming from the San Francisco Academy of TV Arts & Sciences.

In 1952, Paul C. Smith, "boy wonder of journalism," who later became editor of the now defunct *Collier's*, resigned as editor of the newspaper.

■ "Changes were started at that time," Mr. Thieriot told Advertising Age, "which received considerable publicity in the business. They were, however, the inevitable result of the need to progress.

"As soon as it became possible, we launched a modernization program. The first thing we did was to increase the size of our type, to make the paper easier to read. We even changed our comics so they now run five columns wide, rather than four. We tightened up departmentalization, so that readers would know where to find their favorite items."

■ These changes reflect a radical shift from what Mr. Thieriot frankly terms a formerly difficult-to-read—and sometimes even dull—newspaper. Other changes prompted by the publisher and his executive editor, Scott Newhall, include a Sunday tv magazine and a Sunday feature section (*Bonanza Magazine*) printed in rotogravure. A more serious Sunday section, "This World," devoted to a review of the news and other features, was previously edited by Mr. Newhall.

"We're still trying to make the paper more entertaining as well as informative and more attractive to the reader," Mr. Thieriot declared.

■ Mr. Thieriot, who relaxes by duck hunting and golfing (he once won the Swallows golf tournament at Pebble Beach), possesses a sharp sense of humor, which often finds its way into the newspaper as well as its promotions.

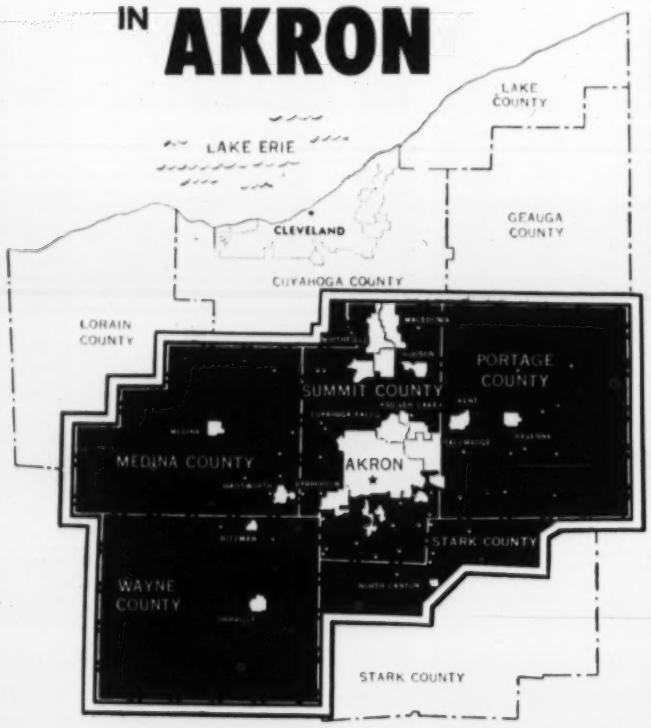
The independence of which the *Chronicle* is so proud was perhaps best shown in the 1958 governorship campaign. At the last moment before election, Mr. Thieriot and the *Chronicle*, both Republicans, withdrew a prior endorsement of Republican William Knowland.

"We didn't actually endorse [the Democrat, Pat] Brown," Mr. Thieriot explained. "Neither did we violently attack Sen. Knowland or the campaign techniques he had been using. But we did make it quite clear that we would not continue our endorsement of Knowland. All other things being equal, we will support Republicans, but not just because of the party label." Mr. Brown won the election.

■ Mr. Thieriot's efforts toward modernization have extended to the publishing company's other

(Continued on Page 39)

Yours for the Asking.
1958 TOP TEN BRANDS
IN AKRON



This Consumer Inventory is made by PERSONAL INTERVIEW right in the home. It covers 130 different product categories and shows product trends for the years of 1956, 1957 and 1958.

Ask Story, Brooks & Finley or write us for your FREE copy.

AKRON BEACON JOURNAL

Total Daily Circulation **163,096** 12 Months Ending 3-31-58

Total Sunday Circulation **172,247** 12 Months Ending 3-31-58

AKRON BEACON JOURNAL AREA OF INFLUENCE

Population	719,435
Families	213,048
Total Buying Power	$1,349,384,000.
Total Retail Sales	$ 958,138,000.
Food Sales	$ 238,114,000.
Gen. Mdse. Sales	$ 132,837,000.
Fr-H-R Sales	$ 44,996,000.
Automotive Sales	$ 205,680,000.
Drug Sales	$ 29,035,000.

Source 1958 Sales Management Survey of Buying Power

NEWSPAPER COVERAGE

DAILY	Circ.	% Cov.
Akron Beacon Journal	159,532	74.9%
Cleveland Plain Dealer	21,596	10.0%
Cleveland Press	7,525	3.5%
Cleveland News	2,081	0.9%
SUNDAY		
Akron Beacon Journal	160,139	75.0%
Cleveland Plain Dealer	21,179	9.0%

Source March 31, 1958 A. B. C. Audit Statements

THERE IS ONLY ONE WAY
TO REACH THE MASSES IN
THE AKRON BEACON JOURNAL
AREA OF INFLUENCE

A One Billion 350 Million Dollar Market

Akron, the biggest ONE Newspaper Market in the nation, is also Ohio's most concentrated area of great industrial names. For only 40c per line, daily or Sunday, you can do a complete job of selling the masses. There is no substitute.

ROP Spot or full color available in all issues.

AKRON BEACON JOURNAL

"Ohio's Most Complete Newspaper"

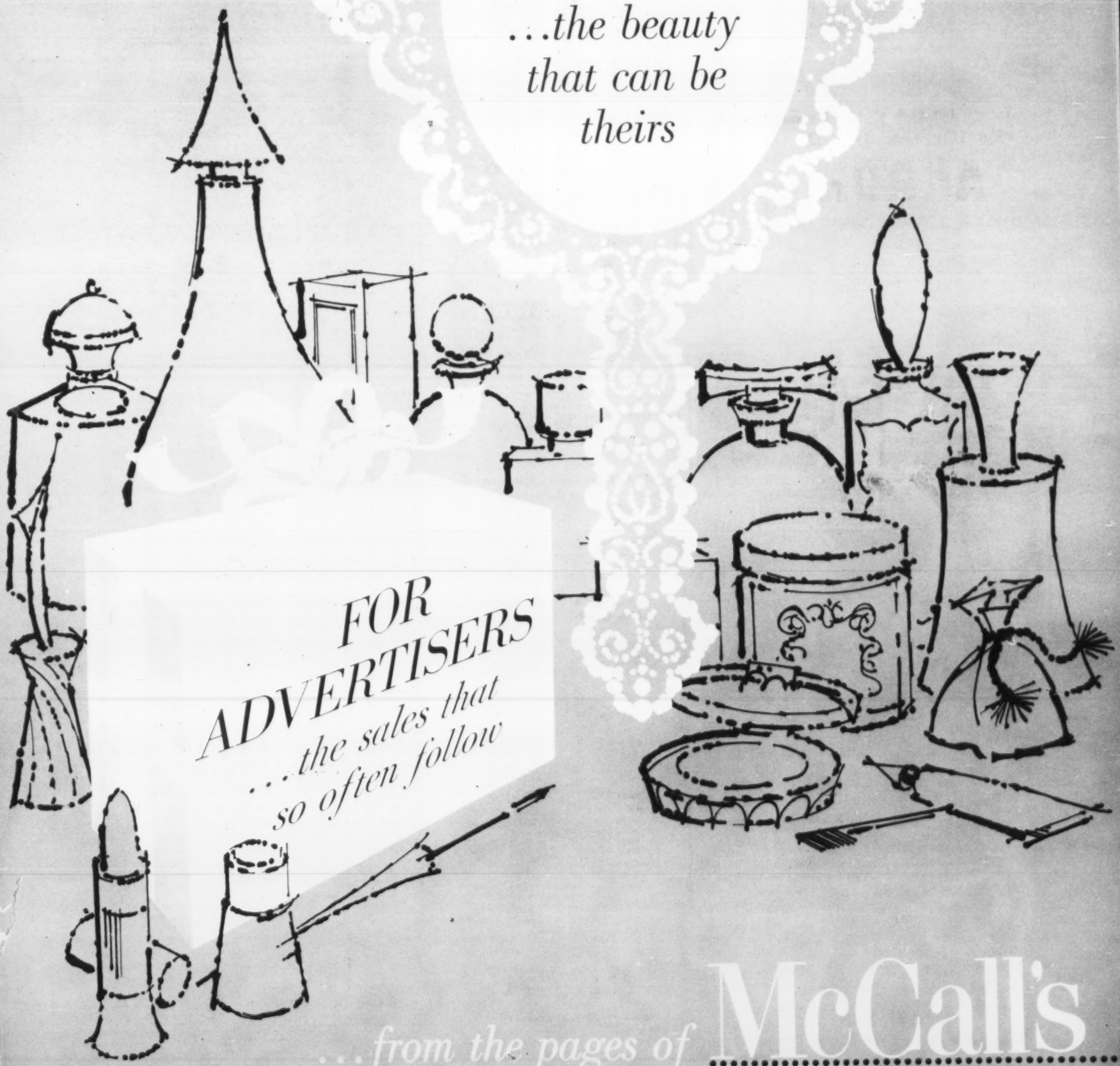
JOHN S. KNIGHT, Publisher
Represented by
STORY, BROOKS & FINLEY

ART STUDIO + TYPESETTING + LETTERPRESS + SILKSCREEN + BOX EASELS & BINDERS

YOUR PITCH WILL BE ENHANCED

with the line up of major league Art Directors, heads up production, and errorless teamwork at
Rapid Art Service
304 East 45th Street
New York 17, N. Y.
MU 3-8215

FOR
WOMEN
...the beauty
that can be
theirs

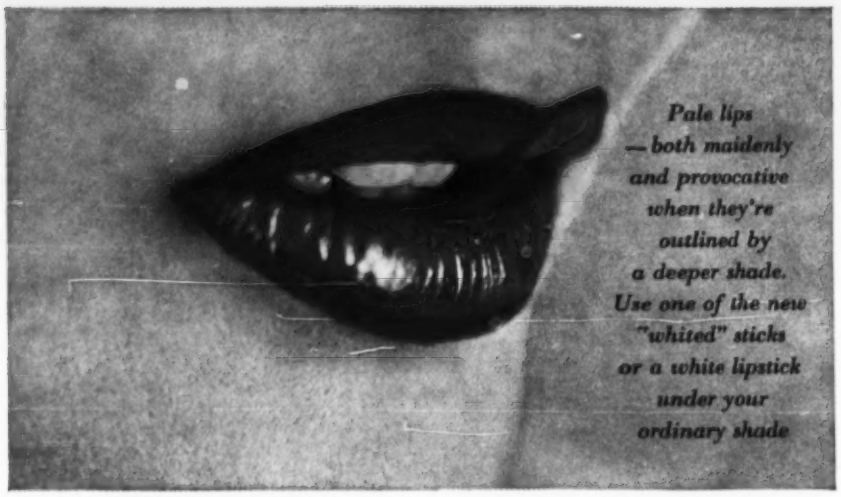


FOR
ADVERTISERS
...the sales that
so often follow

...from the pages of McCall's

BY MIRIAM GIBSON FRENCH *Beauty editor*

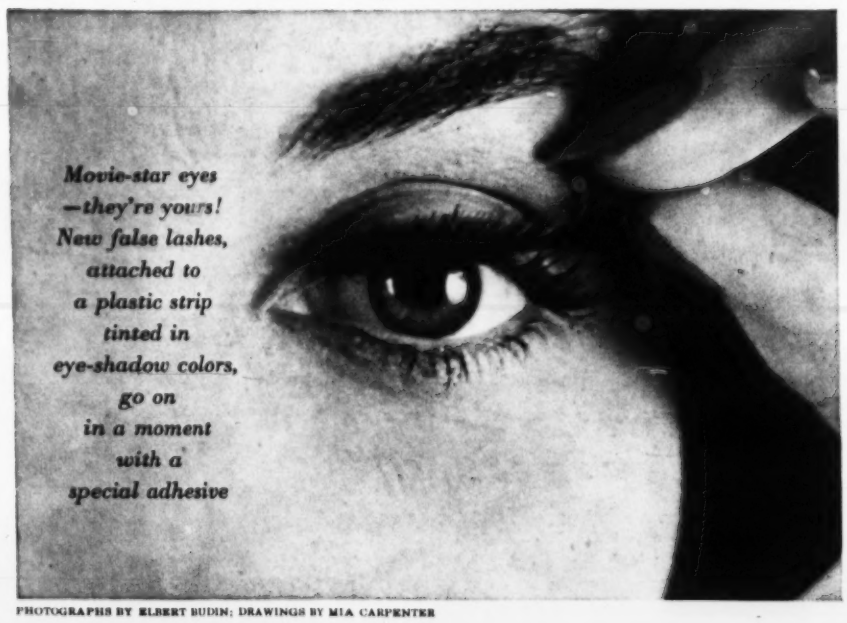
PROJECT: GLAMOUR-



Pale lips —both maidenly and provocative when they're outlined by a deeper shade. Use one of the new "whited" sticks or a white lipstick under your ordinary shade

One quick change, one tiny extra, may be all you need to give your looks and your morale a real lift for spring. Now is your chance to find out — in private and without being wickedly extravagant. These tricks we show you how to do are frankly daring, purely for glamour. All of them take note of this year's beauty look: pale skin, pale lips, eyes newly emphasized, color used unexpectedly. Try them all. Some you may wear only once for fun; one or two you will keep as your trade-mark— the little extra that makes your beauty stand out

Lighthearted as spring —new opaque polishes in shades either pale or vibrant to match your prettiest dress, to flatter sun-tanned hands come summer



Movie-star eyes —they're yours! New false lashes, attached to a plastic strip tinted in eye-shadow colors, go on in a moment with a special adhesive

PHOTOGRAPHS BY ELBERT BUDIN; DRAWINGS BY MIA CARPENTER

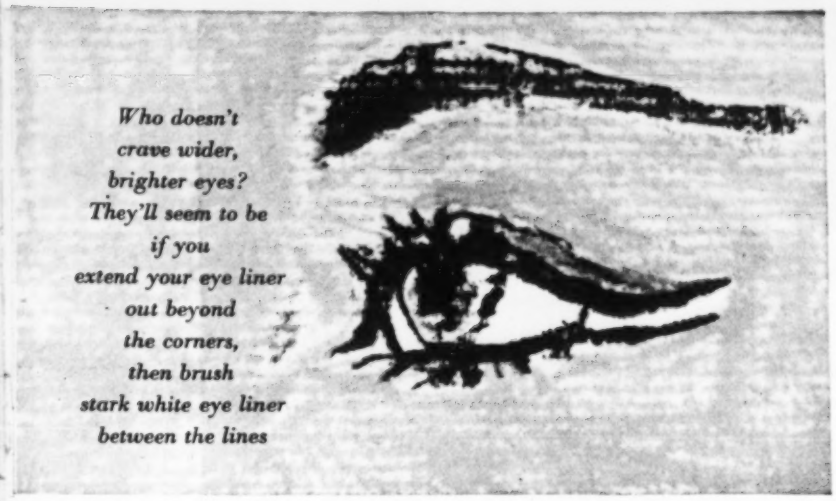
The fashionable, full-on-top look of coiffures this spring can be yours. Just add a hair piece (as we did below) to match your own tresses

HAIR STYLES BY JOHN BERNARD; HAIR PIECE BY FLEISCHER

FROM THE EXCITING PAGES OF APRIL McCALL'S . . .

All brides, of course, are beautiful. But after the honeymoon is over—as well as before it begins—most of them need a little help to keep the stars in their eyes. That's where McCall's comes in—with the authority of articles like this from the April issue. The tricks shown here—"*frankly*

EXPERIMENTAL its secret—**you** do it, you come out a new woman



Who doesn't crave wider, brighter eyes? They'll seem to be if you extend your eye liner out beyond the corners, then brush stark white eye liner between the lines

Special tricks for special evenings:

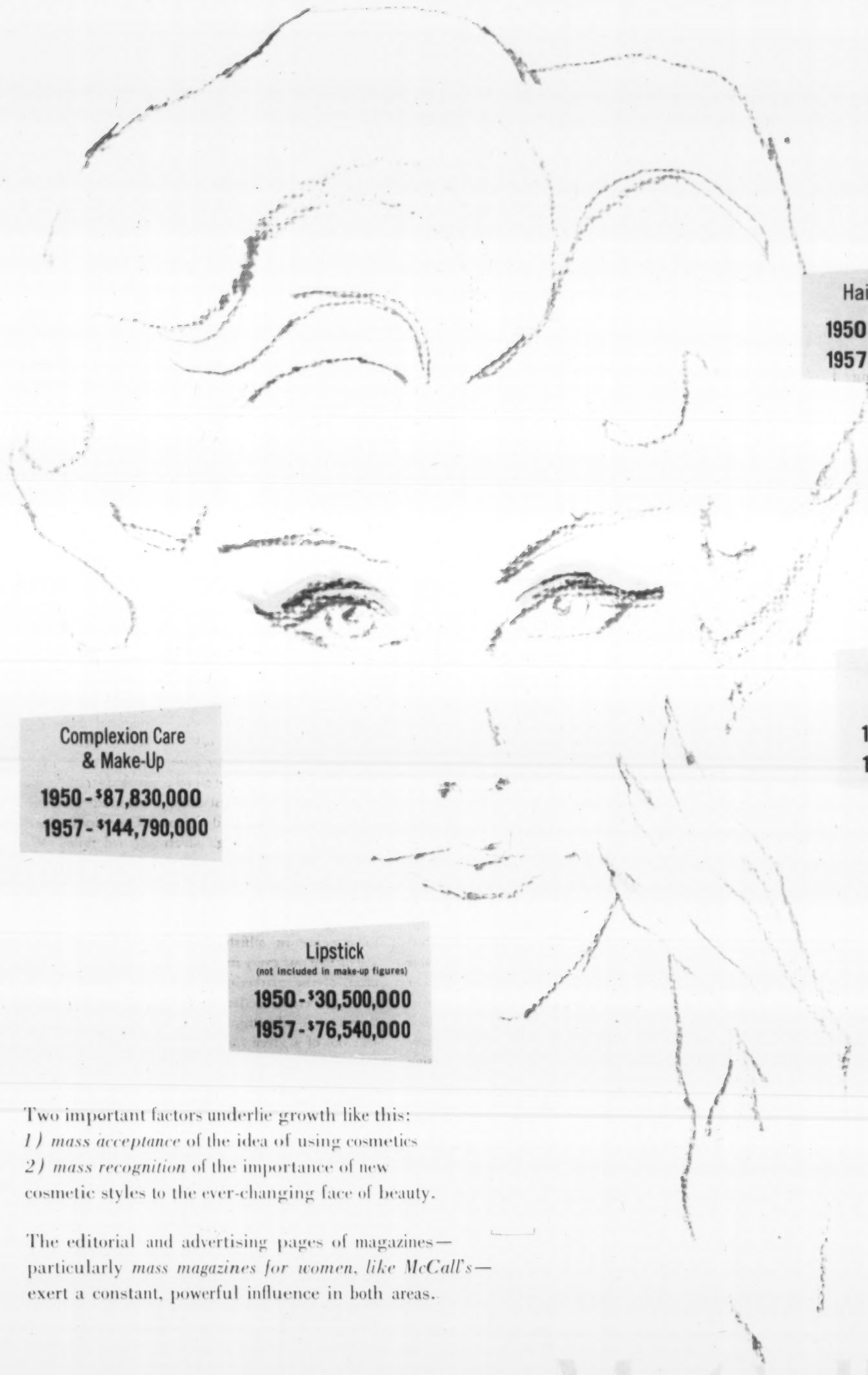
• Sprinkle metallic glitter on your hair. It brushes out easily, does wonders for a brunette • Tip the ends of your hair with silver spray • Try a glitter-sprinkled beauty patch at the corner of your eye • Or paste a colored sequin at the outer corner of your brow • As a change from conventional mascara, use an offbeat, flattering green • For eyes with a new kind of sparkle: gold or silver shadow that is carried up to the brows • To give yourself happy, tiptilted lips: smile when you are putting on your lipstick

Wonder if a blonde feels specially glamorous? You can find out in a jiffy. Look extra special on special evenings with a temporary spray. Note, please: These aren't meant for everyday use, should be shampooed out when the coach has turned back into a pumpkin

Be daring with color —Picasso is. A brilliant blue eye liner, plus a minty green shadow, can do miraculously flattering things to your eyes

daring, purely for glamour"—will start a lot of experimenting across the country. Already there has been a surge in sales of brilliant eye make-up, white lipstick that gives lips the sparkle of moonbeams, hair coloring that nature never intended. Credit, in part, the inspiration of McCall's.

TURN, PLEASE



Hair Preparations

1950 - $157,730,000
1957 - $387,430,000

Hand & Manicure Preparations

1950 - $57,360,000
1957 - $84,930,000

Complexion Care & Make-Up

1950 - $87,830,000
1957 - $144,790,000

Lipstick
(not included in make-up figures)

1950 - $30,500,000
1957 - $76,540,000

Source of sales figures: "What the Public Spends for Drug Store Products," published by Drug Topics

Two important factors underlie growth like this:
1) mass acceptance of the idea of using cosmetics
2) mass recognition of the importance of new cosmetic styles to the ever-changing face of beauty.

The editorial and advertising pages of magazines—particularly *mass magazines for women, like McCall's*—exert a constant, powerful influence in both areas.

McCall's

The magazine of Togetherness...circulation now more than 5,300,000

'Modernization' Is Catchword of 'Chronicle's' Thieriot

(Continued from Page 34)
properties, including KBAK-TV, Bakersfield.

"In the past six months," Mr. Thieriot said, "we probably spent as much as $200,000 on KRON, and we will spend an equal amount on KBAK-TV.

"We spent about $1,000,000 in 1957," he continued, "on a new eight-unit Hoe press. We purchased 28 new delivery cars and trucks for faster circulation; this year we will spend about $750,000 on a new Goss press. We also bought a parking lot next to our plant, at Mission and Fifth Sts., for possible future physical expansion."

Mr. Thieriot lives in a rambling home at Hillsborough with his wife, the former Barbara Mary Tobin. He also has a home at Lake Tahoe, where the family spends the summer, and an apartment on Nob Hill.

■ "The apartment," Mr. Thieriot points out, "is basically for business entertaining and to have a place to sleep when it is necessary to work late at the *Chronicle*. (In addition, however, it makes it possible for me to vote in San Francisco elections—a civic responsibility which I consider imperative.") #

Clarke, Dunagan Announces Contest: Appoints Two

Clarke, Dunagan & Huffhines, Dallas, is again staging a contest for a fellowship representing a summer's work at the agency to Texas students of marketing. Entries, which must be submitted by May 15, may be in copy, layout, radio, tv, pr, marketing or "other." Top winners will win the work contract; other winners will get watches and plaques.

The agency, meanwhile, has made two executive appointments. Leonard E. B. Andrews, for the past several years vp and pr director of the Texas Bank & Trust Co., Dallas, has been named vp and creative director and Madeleine F. Brown has been appointed media director.

AFA Names Foote, Stuart for Harvard Seminar

The Advertising Federation of America has appointed Emerson Foote, senior vp of McCann-Erickson, New York, general chairman of the management seminar in advertising and marketing which will be held at Harvard University, July 5-11. Robert D. Stuart, advertising consultant and former editor of *Advertising Agency*, will be vice-chairman and director of the study group.

The seminar is limited to 55 top-level management executives who are specifically responsible for advertising policy. Applications will be accepted until May 25.

ABP Issues New Glossary

Associated Business Publications, New York, has issued a revised "Glossary of Businesspaper Publishing Terms," and a new "Recommended Standard of Publication Sizes." The 70-page loose-leaf standards binder including the glossary may be obtained from ABP, 205 E. 42nd St., New York. Charge to non-members is $15, the cost of production.

Wilson, Haight Adds One

Sunshine Art Studios Inc., Springfield, Mass., greeting card company, has appointed Wilson, Haight, Welch & Grover, Hartford, as its agency. Women's service and youth magazines will be used. The former agency was Black & Musen.

GE Appoints Three Execs

J. C. Hunt, formerly manager of marketing for General Electric's vacuum department, has been named manager of customer relations for the five departments included in the housewares and radio receiver division in Bridgeport, Conn. Succeeding him as marketing manager of the vacuum department will be W. J. Pfeif, formerly with General Electric Supply Co. as manager of marketing of housewares and radio receivers. Succeeding Mr. Pfeif at General Electric Supply Co. will be D. E. Perry, formerly vacuum cleaner sales manager for GE. The three appointments are effective May 1.

Grimm & Craigle Adds Three

Grimm & Craigle, Chicago, has added three new accounts: John Sterling Corp., Richmond, Ill., manufacturer of builders' hardware; Jeb-rod Corp., Chicago, hardware maker, and Gatke Corp., Chicago, manufacturer of moulded brake lining and other asbestos products.

Walter L. Barber Co.
NEW YORK • CHICAGO
A widely respected firm of seasoned professionals
Magazine Publishers Representatives
516 Fifth Ave., N.Y.C.
MU 2-5253

ONE OF A SERIES

THE PURPOSE OF AN ADVERTISING AGENCY IS TO SELL MERCHANDISE —NOT ADVERTISING

of possible interest to companies considering changing advertising agencies

This advertising agency was started out in the country where the people are. It had about as much glamour appeal as a cow bawling to be milked. City men used to shudder almost visibly at the thought of having a bunch of farmers handle their advertising. They got over it. We never did. To get business in the beginning we just plain had to come up with powerful plans to sell merchandise rather than advertising. We still feel that we must.

Some of America's best known companies bought our plans and ideas, a little to their surprise and greatly to ours. We watched example after example build up in our case history file that showed that by thinking first of how to help dealers, distributors and representatives sell goods we ended up with a considerable amount of advertising to place, as part of over-all sales promotion campaigns. We came to the deep belief that the way to build an agency was to sell merchandise.

This sort of thinking brings some rather odd recommendations. We told one company to quit advertising and try a different method of distribution. It increased their volume $10 million dollars. We used maps to show an executive who was rather proud of being a consistent national advertiser that he was wasting 40% of his money on national media, and recommended that he use sectional media and more sales promotion. His sales shot up.

Recommendations were made to several companies that they reduce their consumer advertising and spend more of their money advertising for salesmen or to dealers. It paid off. One fellow selling his product through distributors we advised to stop advertising immediately when we came on the scene, until all of us could find out whether farmers or contractors were buying his machines from his outlets (he didn't know). Which meant that the publications being used had been selected by guess. One chap sent for us from some distance away to ask advice on marketing a product. We made a survey at moderate cost, advised him the product would cause FTC trouble and to forget it. He didn't and it did.

One company with an urban board of directors appropriated $500,000 to spend in city mediums building their "corporate image". We took a firm grip on our courage and pointed out that their dealer organization was somewhat sick and in need of help and suggested that less than half that sum in farm papers and the balance in dealer sales helps would do more good. And another client set up a special $40,000 fund to dispose of an overstocked, overpriced machine. Investigation revealed that repeated previous efforts to sell the stock through advertising had failed. We believed that $40,000 spent as a $10 per machine reduction would do more good. The money was so spent. The machines moved.

The point is—if we don't hamstring ourselves by subservience or selfishness—and if we resist having you dictate our every move, we can take full advantage of all of the marketing and sales promotion people we've gathered together from all over the country and stretch your advertising dollars so you can get more sales out of a given sum of money.

Our methods may at first seem to over-emphasize the importance of dealers, distributors and representatives but we have been getting results for our clients and that is what counts.

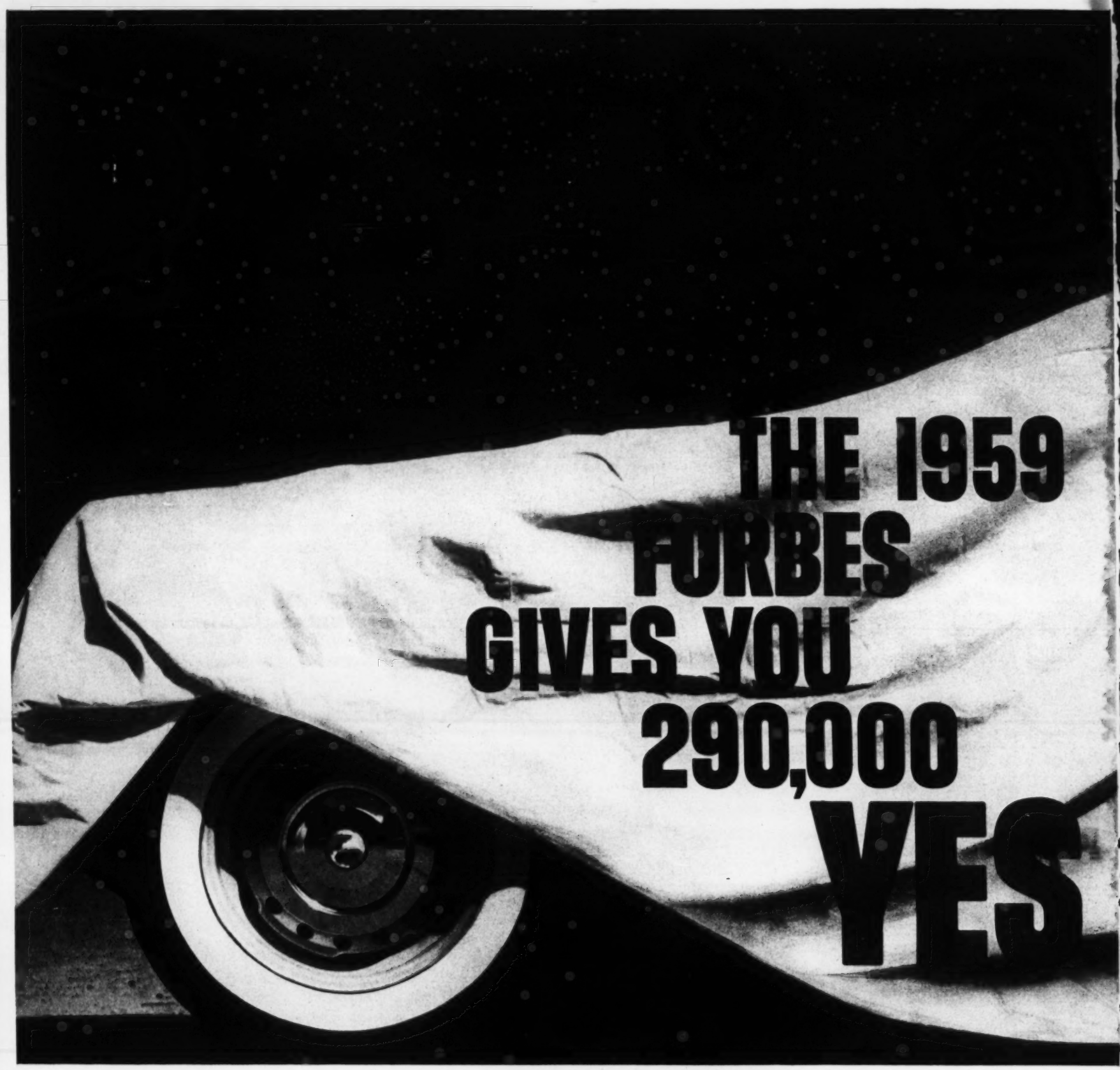
If you are at all interested in the kind of agency we have indicated we are—we would be happy to meet with you. We have a fleet of 3 airplanes to service our clients and their dealers and can get anywhere in the mid-west in an hour or two. Should you desire to preserve your anonymity until you investigate us further have your attorney write us for literature and client list. Or ask any publication about us.

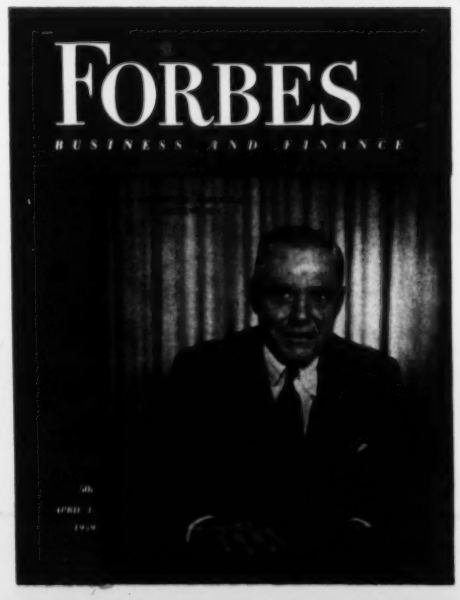
THE BIDDLE COMPANY

Advertising and Sales Promotion

CHICAGO, ILLINOIS Phone: Financial 6-9340
BLOOMINGTON, ILLINOIS Phone: 7-6036
KANSAS CITY, MISSOURI Phone: Valentine 1-0851
DES MOINES, IOWA Phone: Cherry 4-9154

Established 1941—a medium size agency doing $9,500,000. Our volume is about evenly divided between Consumer, Industrial and Agricultural Advertising.

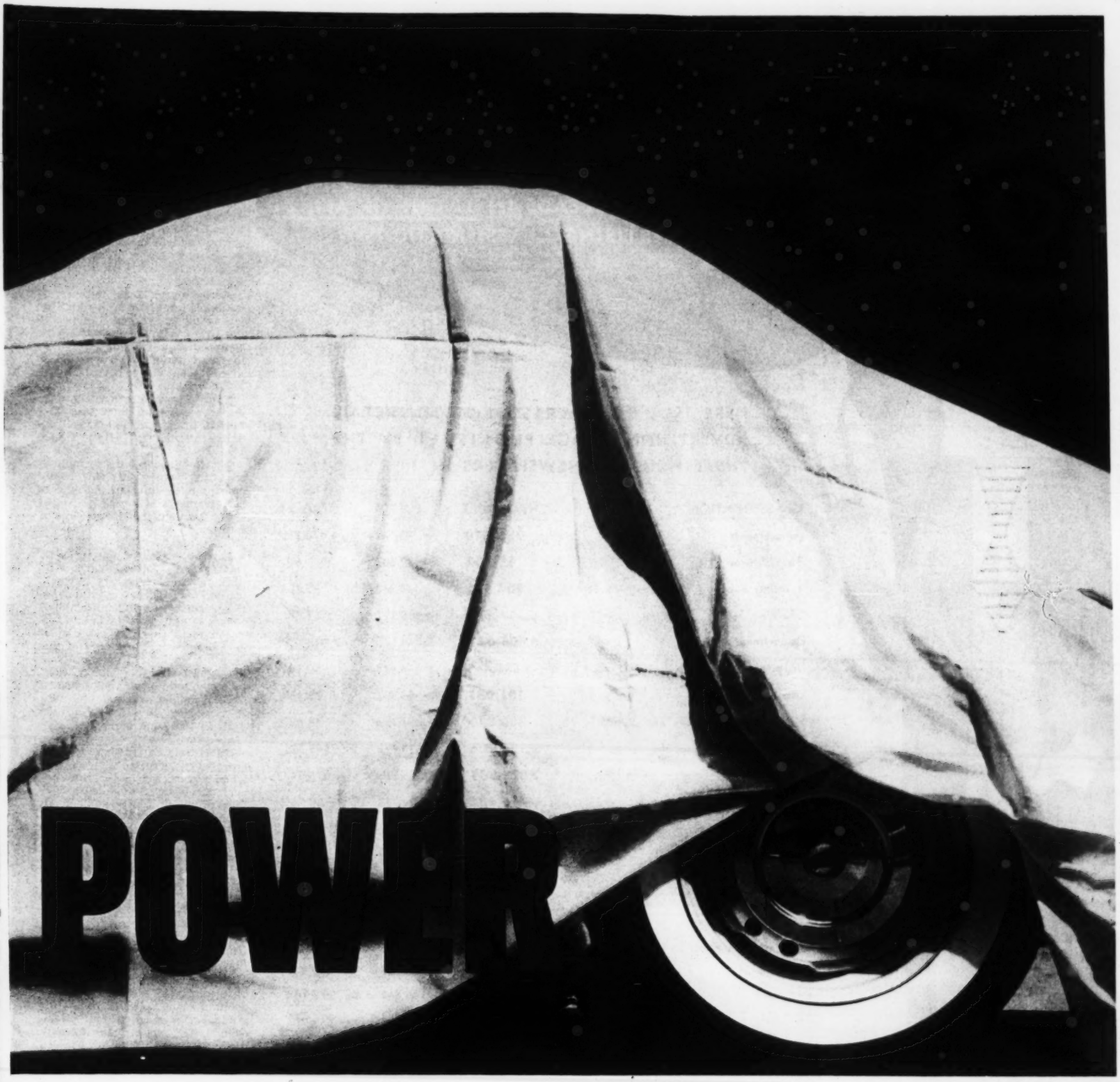




Yes-Power...the ability to say "Yes" to you, and to make it stick! Yes-Power...the exclusive characteristic of the Top Management Men! Yes-Power...the secret ingredient in Forbes...because Forbes is read and believed by over 290,000 men who control America's purchasing power...the men you must reach and convince with your advertising.

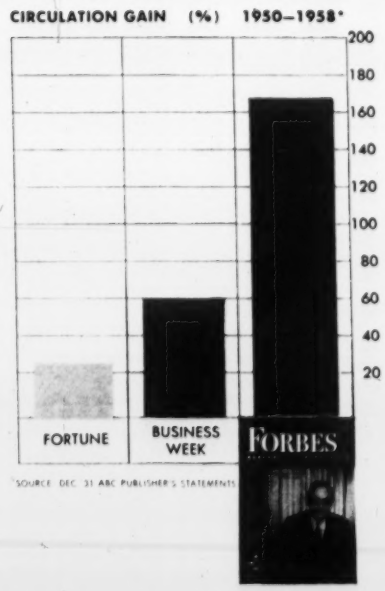
The roster of Forbes subscribers reads like the Who's Who of American business and industry. These

Forbes Magazine • 70 Fifth Avenue • New York 11, N.Y.



are the men whose signatures on dotted lines move the bulk of our goods and services. These are the men you want to hit with your advertising... and buckshot discharges can't compare with the rifle-impact accuracy of your message, delivered to this select audience, in the Forbes *climate of acceptance!* Forbes is the ONE management magazine they *must* read to know what is being thought and said about them, their businesses, their customers, their competitors, their resources. They can count on Forbes to tell the facts, because Forbes is the ONE management magazine that dares to rate and evaluate the management and operations of 600 American companies each year!

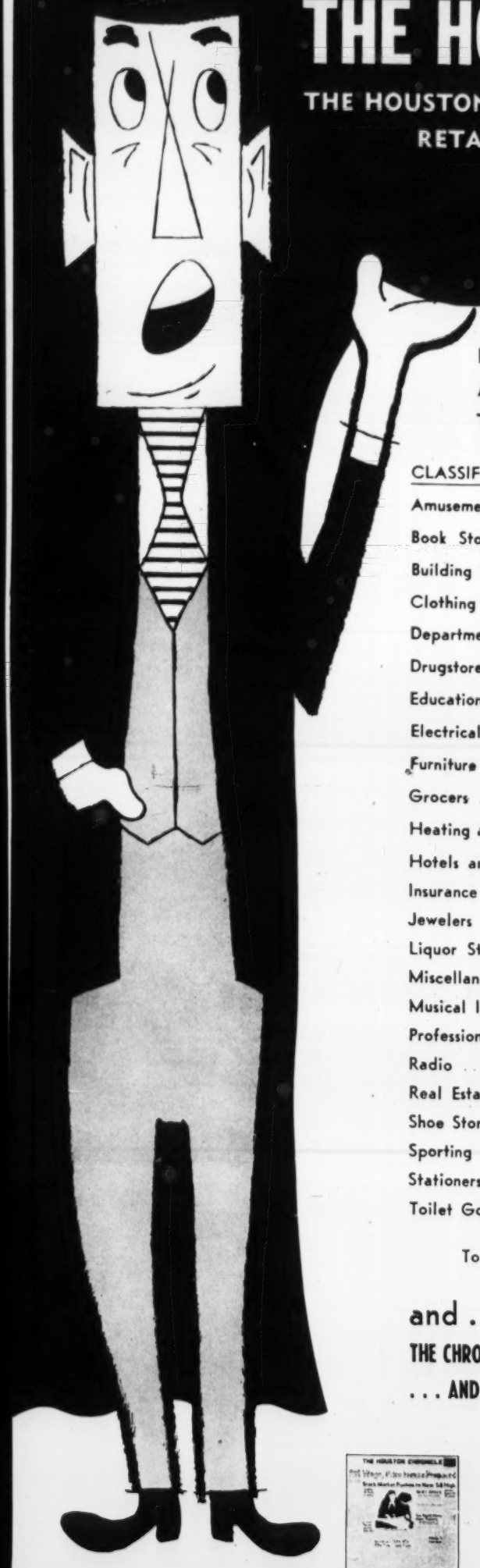
Because Forbes says it first and says it best about business, your advertising belongs in Forbes ..... **the fastest-growing management magazine in America!**



When Selecting a Houston Newspaper... Select the Leader

THE HOUSTON CHRONICLE

THE HOUSTON CHRONICLE LEADS IN 17 OUT OF ALL 24 RETAIL ADVERTISING CLASSIFICATIONS



HERE IS A COMPARISON OF THE RETAIL ADVERTISING LINAGE PUBLISHED BY THE THREE HOUSTON NEWSPAPERS IN 1958 . . .

CLASSIFICATION	CHRONICLE	POST	PRESS
Amusements	786,610	645,061	476,83
Book Stores	15,502	17,603	60
Building Supplies and Contractors	204,825	150,264	55,16
Clothing Stores	4,357,170	4,139,92	169,78
Department Stores	6,805,011	5,549,147	2,025,00
Drugstores	561,469	244,449	50,905
Educational	101,981	91,352	25,164
Electrical Appliances and Supplies	300,049	356,759	78,49
Furniture and Household	2,125,906	1,628,221	549,52
Grocers	2,873,569	2,585,635	1,076,54
Heating and Plumbing	416,434	594,725	60,76
Hotels and Resorts	152,537	55,912	90,10
Insurance	9,312	4,465	1,53
Jewelers	645,559	389,534	62,018
Liquor Stores	28,758	69,298	52,214
Miscellaneous	2,328,262	1,293,907	557,60
Musical Instruments	99,742	93,409	28,35
Professional	150,342	115,257	70,91
Radio	123,169	144,848	28,144
Real Estate	128,442	88,058	224,671
Shoe Stores	534,836	317,767	24,509
Sporting Goods	367,934	329,016	95,267
Stationers	49,907	44,936	11,326
Toilet Goods and Beauty Shops	137,170	141,947	20,396
Totals	23,304,496	19,091,524	5,835,869

and . . .

THE CHRONICLE LEADS IN 18 OUT OF ALL 22 GENERAL ADVERTISING CLASSIFICATIONS . . . AND IN 26 OUT OF ALL 28 CLASSIFIED CLASSIFICATIONS!

Source:
Media Records, 1958

THE HOUSTON CHRONICLE

Read by More Houstonians Than Any Other Newspaper!

THE BRANHAM COMPANY—National Representatives

Classified Ads in Dailies Show Upturn in 1959

NEW YORK, April 14—The newspaper classified ad manager, whose bailiwick is the lost dog, the half-inch help wanted ad and the penny-wise advertiser, is finding more to smile about these days.

Classified linage, which slipped to a monthly low of 45,796,468 lines in December last year, is on the rise again.

According to Media Records, 52 dailies in key cities throughout the U.S. rang up 102,480,670 lines in the first two months of 1959. This represented a gain of 7.6% over the same period in '58, when classified linage was reported at 95,272,295 lines.

Total classified advertising during recession-racked '58 was 628,748,370 lines, a skid of 8.3% from linage figures reported by MR in '57.

A prime factor in the upsurge of classified advertising in recent months is the marked increase in help wanted ads, a basic bellwether of business conditions in the country.

■ A report released this week by Davis & Bros. Advertising Service, Philadelphia specialist in help wanted ads, placed ad linage in this category during March 39% ahead of the same period in '58. Based on a check of 113 dailies, help wanted ads in March of this year totaled 737,173 lines, up from the 526,854 lines in March, 1958. In the first quarter, help wanted advertising was reported at 1,988,259 lines, up 28% from 1,555,250 lines in the same period the previous year.

Unofficial estimates by the newspaper industry of total classified advertising in U.S. newspapers run to more than 500,000,000 lines annually, representing about $2 billion in ad volume.

While measurement of classified advertising in U.S. newspapers is limited to surveys by Media Records and the Davis service, the three largest categories within the over-all classification are help wanted ads, real estate and used car listings. #

Union Carbide Adopts New Format for Ad Series

The metals division of Union Carbide Corp., New York, has adopted a "newsgram" format for a new series of ads in four publications. The series, featuring new products, began in the April issues of *Industrial Laboratories* and *Scientific American*. It will continue in the May issues of *Metal Progress* and *Nucleonics*. Two publications will be used every month.

The ads will be full pages entitled, "Metalgrams—News of Metals and Metals Chemicals." This series is in addition to the division's regular schedule in 18 publications covering the metals field. J. M. Mathes Inc. is the agency.

'Boat Buyers Guide' Published

Boat Owners Buyers Guide, an annual with initial circulation of 75,000 copies, has been published by Yachting Publishing Corp., New York. Advertising rate for the annual, available at newsstands and by mail at 75¢ a copy, is $625 per b&w page.

Donahue & Coe Names 2 VPs

Donahue & Coe, New York, has appointed Ralph F. Linder, formerly with Tatham-Laird, a vp in its grocery products division. D&C also has named Warren Sumner, account executive for Schieffelin & Co., a vp.

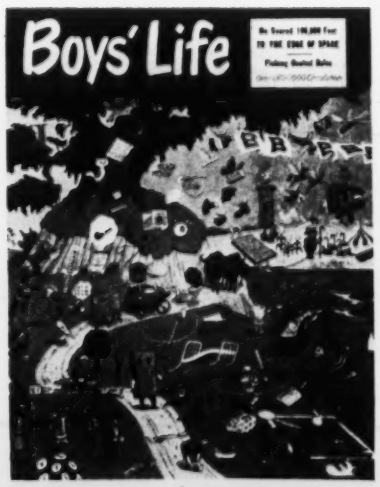
Proof

from the 1959 Starch Consumer Magazine Report

that there's only **One Magazine**

to advertise to **Boys**

	Boy Readers 10-17	Median Household Income	Home Ownership	Remodeled Home In Last 12 Months	Own One Or More Automobiles
BOYS' LIFE	1st 1,641,000	1st $6,306	1st 79.5%	1st 17.3%	1st 93.9%
Reader's Digest	1,069,000	6,005	71.7	11.8	86.3
Life	922,000	6,241	66.9	11.3	87.0
Look	862,000	5,846	68.6	13.1	88.1
Sat. Eve. Post	577,000	6,137	67.3	12.2	86.9
Pop. Mechanics	389,000	5,813	75.9	14.7	91.3
Pop. Science	322,000	5,966	75.7	17.0	92.2
Mech. Illus.	302,000	5,754	67.9	16.4	92.5
True	194,000	6,108	61.6	12.8	91.2
Argosy	187,000	5,864	62.1	11.5	90.8



YOU not only get more boy readers in BOYS' LIFE, but you get an outstanding market – highest in income, home and automobile ownership of the ten top magazines delivering boy readership.

Time was when you could buy boy circulation in the mass weeklies and get fairly effective coverage. But that time is gone. Today, only BOYS' LIFE gives you the mass boy audience – the very best part of it – at a low, low $3.21 cost per thousand.

BOYS' LIFE delivers your ad message in an editorial setting of specific interest to boys, instead of a dispersed package of general editorial. It makes more sense, too, to advertise to boys in their magazine. It speaks their language. It gets their loyalty.

BOYS' LIFE 1,847,240 NET PAID

The Magazine That Reaches The NEW GENERATION

Published By The Boy Scouts of America

your best customers are

"ANTI-LABOR"

Remember, Wage Earners
to buy leisure time...in ev

"Any of those appliances that save me work and effort and let me spend more time with my family are what I like most."

Mrs. T.A.D.

(from a Social Research, Inc. study)

are willing and able
ery sales category!

The whole range of labor saving devices fascinates TRUE STORY WOMEN'S GROUP readers like Mrs. D. They're bound and determined to have all they can get. Of the newest, too! Moreover, like most Wage Earner housewives (which these readers are), they're in a solid position today to *buy* what they want!

Unlike their "white collar" sisters, their kitchens are their palaces. Aside from the time they spend cleaning, laundering and vacuuming, they spend most of their time there... social time as well as working time. That's the big reason they want their kitchens "fixed up nice." ("White collar" women want modern kitchens, too, but they want them in order "to make it as easy as possible to get out of.")

THEY'RE VIRTUALLY EXCLUSIVE!

Few of the millions of young, home building housewives typified by Mrs. D. read "white collar" magazines. Those magazines are simply not edited with Mrs. D. and her Wage Earner friends in mind! For example:

76% of TRUE STORY WOMEN'S GROUP readers never see any of the major Women's Service magazines*

70% of TRUE STORY WOMEN'S GROUP readers never see any of the major Weeklies or Bi-weeklies*

An imposing array of top-flight advertisers now using TRUE STORY WOMEN'S GROUP find that it reaches and sells the huge, lucrative, different Wage Earner market as no other kind of magazine can.

Why not join them... and get your share of new sales in 1959?

Source: Social Research, Inc.; Kemp Audience Report

True Story
WOMEN'S GROUP
40 years of serving Wage Earner America

TRUE STORY
TRUE ROMANCE
TRUE EXPERIENCE
TRUE LOVE
TV RADIO MIRROR
PHOTOPLAY

Bolling Names Four, Adds 1

Bolling Co., New York, radio-tv station representative, has appointed G. Richard Swift, formerly exec vp in charge of tv sales, president of the tv division. G. William Bolling III, previously in charge of West Coast operations, has been named vp and assistant to the president and also president of the radio division. Henry J. O'Neill has been named New York sales manager for tv and Lloyd A. Raskopf New York sales manager for radio. Bolling has been named to represent WDIA, Memphis radio station, which programs exclusively for Negroes. The station formerly was represented by John E. Pearson Co., New York.

Ronson Plans Canada Drive

Ronson Products of Canada will spend $7,500 in a one-month trade campaign to promote four new products to Canadian retailers. Products to be featured are the CFL electric shaver, Varaflame lighter, Roto-Shine electric shoe polisher and Hood 'n Comb hair dryer. Foster Advertising, Toronto, is the agency.

Wunderman, Ricotta Names 2

Wunderman, Ricotta & Kline, New York, has appointed Donald Lehmkuhl to its copy department and Robert W. Young an art director. Mr. Lehmkuhl formerly was with David Altman Co. Mr. Young previously was with Lennen & Newell.

WAKE UP YOUR ADS

There's no better tonic in the world for an ad than a fresh, new typographic approach! It can put new life into the message that is supposed to sell the customer. Wake up your ad campaign by specifying SERVICE Typographers for all type requirements. You'll get a full selection of the most modern styles combined with the skill and craftsmanship that comes with years of satisfying discriminating type buyers.

WHERE TYPESETTING IS STILL AN ART . . .

SERVICE TYPOGRAPHERS, INC. 723 S. WELLS, CHICAGO 7, ILL. HA 7-8560

Fowler Franklin Dorfman

HONOR GUEST—*Wearing an adclub badge and contemplatively holding a dinner roll, Benjamin Franklin held a place of honor at the Washington adclub between the club's president, Basil Fowler, of the Washington Post, and Earl Dorfman, director of the National Wax Museum.*

Adclub's Pfanstiehl Subs for Noted Visitor

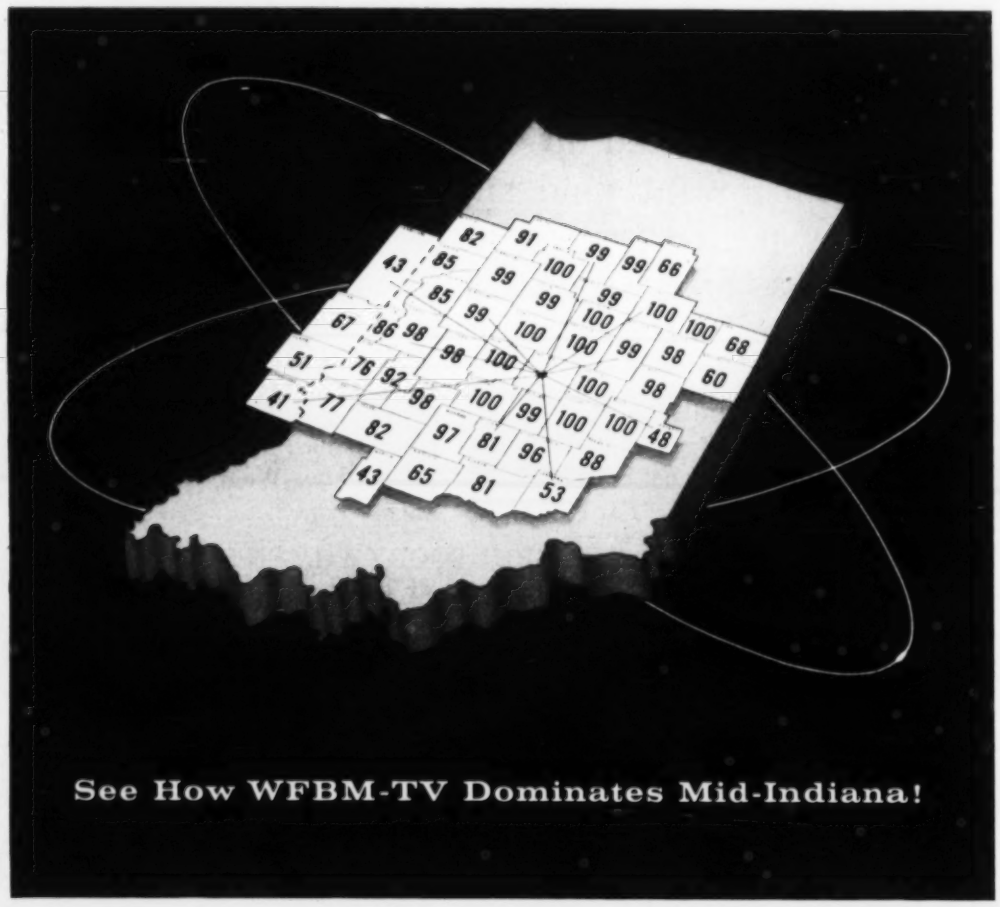
WASHINGTON, April 14—When the Advertising Club of Washington last week saluted Washington's newest tourist attraction, the National Wax Museum, Earl Dorfman, the museum director, brought along as his head table guest the figure of Ben Franklin, sometimes known as "the father of advertising." While Ben lunched with the adclub, Cody Pfanstiehl, public relations director, the *Washington Star* and a director of the club, donned colonial (if slightly un-Quakerlike) garb and sat in for Mr. Franklin in the museum's tableau of the signing of the Declaration of Independence. #

Pfanstiehl Jefferson Hancock Adams

MEANWHILE BACK AT THE MUSEUM—*Lest visitors to the museum be disappointed at finding Mr. Franklin's chair empty, the adclub commissioned one of its directors, Cody Pfanstiehl, of the Washington Star, to fill in for the illustrious absentee.*

Viking Distillery Names Liller, Neal, Battle Agency

Viking Distillery Inc., Albany, Ga., has named Liller, Neal, Battle & Lindsey, Atlanta, as its agency. The agency also announced that Kathleen A. Thompson, formerly traffic manager, has been made branch manager of media in its Richmond, Va., office.



First by a good margin, WFBM-TV dominates all other stations in Mid-Indiana both in total coverage and market penetration—*map shows county percentages measured by Nielsen No. 3, 1958.*

where else . . .

—will you find satellite markets that are 33% richer and 50% bigger than the metropolitan trading zone itself?

—does a central market exert such an economic pull on so *many* specific areas that are retail trading centers in their own right?

—do you find such a *widespread* marketing area covered from *one* central point . . . and by WFBM-TV!

—can you buy just *one* station with no overlapping penetration in this area by basic affiliates of the same network?

only here—where WFBM-TV dominates Mid-Indiana in total coverage and market penetration . . . *and we're proud of our ARB.* Call for the facts. Let us show you how to test regional marketing ideas with amazing results!

America's 13th Television Market
. . . with the only basic NBC coverage of 760,000 TV set owning families.

Indianapolis itself—Major retail area for 18 richer-than-average counties. 1,000,000 population—350,600 families *with* 90% *television ownership!*

11 Satellites—Each a recognized marketing area—and well within WFBM-TV's basic area of influence. Includes Marion • Anderson • Muncie • Bloomington • Peru • Vincennes • Terre Haute • Danville, Illinois • Lafayette • Logansport • Kokomo

Represented Nationally by the **KATZ** Agency

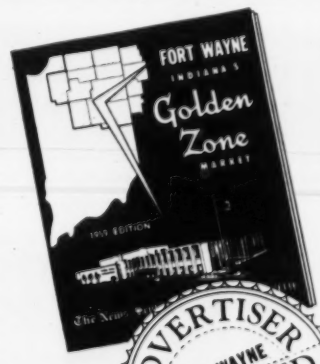
CHANNEL 6 WFBM TV INDIANAPOLIS

BASIC NBC-TV AFFILIATE

Just Off The Press

1959 Fort Wayne Golden Zone Book

Vital Statistics on One of the Nation's 9 Top Test Markets



ADVERTISER APPROVED FORT WAYNE INDIANA TESTED

- Market Maps
- Effective Buying Income
- Retail Sales per capita and family
- Industrial and agricultural statistics

28 PAGES OF THE LATEST FACTS, FIGURES & PICTURES

- Auto, Drug, Food, General Merchandise
- Apparel sales figures
- Merchandising Aids
- Test Market Data and much more

Write for your free copy today!

FORT WAYNE NEWSPAPERS, INC., Agent

INDIANA'S GOLDEN ZONE

The News-Sentinel • THE JOURNAL-GAZETTE

Represented by Allen-Klapp Co.—New York—Chicago—Detroit—San Francisco

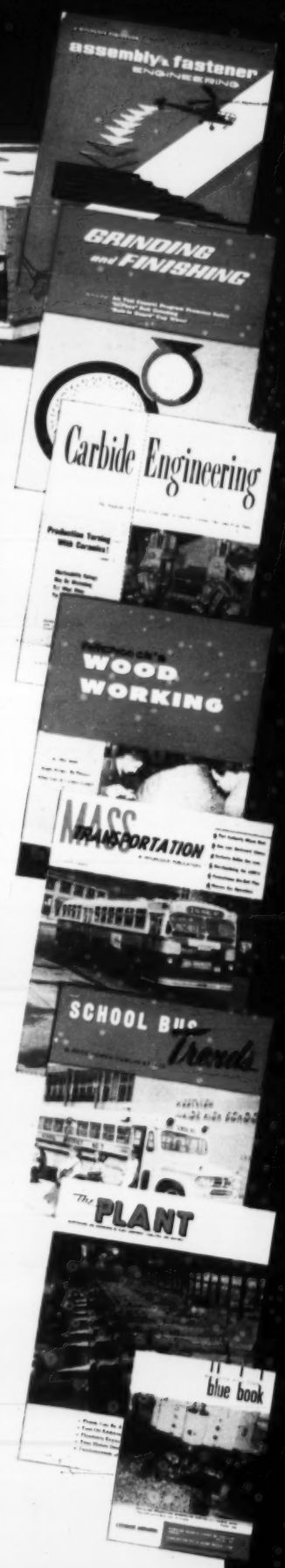
A Tree Grows at HITCHCOCK...

Planted for beauty, the tall Birch tree seen growing within the open court of our new building is also symbolic of Hitchcock's growth.

Hitchcock took roots in 1898, when A. H. Hitchcock started the Woodworking Machinery List. In 1906 a companion Machine Tool List became the second Hitchcock publication. As these two forerunners of the business press grew with industry, the Hitchcock "family tree" branched out into other fields. Today, there are eight Hitchcock business papers and three Hitchcock directories serving American industry.

A pioneer in the development of controlled, qualified circulation, Hitchcock also led in adopting Starch studies, IBM cards for list maintenance, Scriptomatic addressing, SIC coding, four color covers and many of the other developments which have upgraded the business press. Hitchcock was also one of the first complete business publishing operations with its own typesetting, printing, research and merchandising facilities.

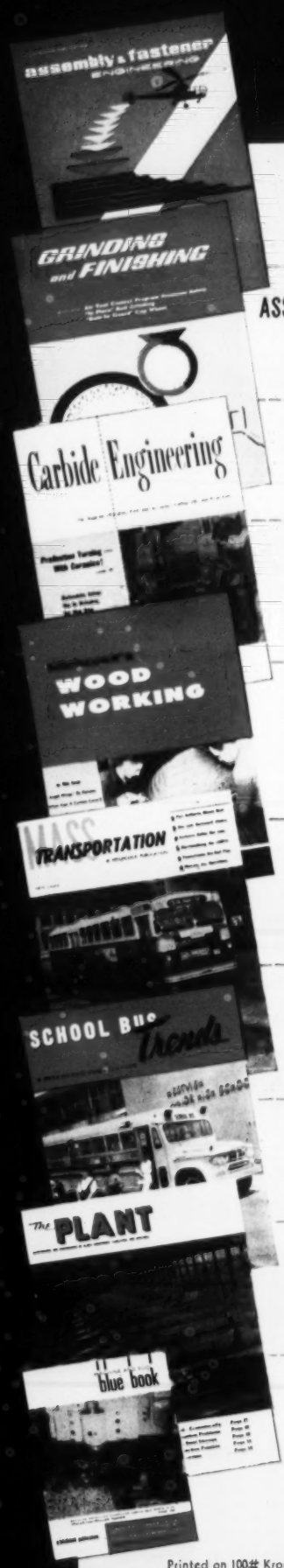
With sixty years of growth and service behind us, we like the phrase: "By their fruits shall ye know them" We seek only the opportunity to continue to serve and be judged on the basis of what any one or all of the publications on our "family tree" can do for you.



SINCE 1898

hitchcock PUBLISHING COMPANY

WHEATON • ILLINOIS



SCHEDULE YOUR ADVERTISING IN A . . .

HITCHCOCK PUBLICATION

to reach and sell your market . . . effectively!

ASSEMBLY and FASTENER ENGINEERING

CIRCULATION: 28,000

Listed SRDS Classification 88

ASSEMBLY and FASTENER ENGINEERING is a monthly magazine devoted to assembly and fastening operations in the large mass production, fastener-using industries (aircraft, appliance, automotive, electrical, electronic, fabricated metal products, furniture and fixtures, instruments and machinery). Slicing thru industry barriers to hand-pick an audience for a specially tailored editorial approach, the magazine offers a "direct approach" to the men who plan for and operate industry's assembly lines—where more than 50 per cent of manufacturing costs occur.

GRINDING and FINISHING

CIRCULATION: 31,000

Listed SRDS Classification 88

GRINDING and FINISHING is the only publication devoted exclusively to the abrasive industry. Mailed each month to 31,000 persons in industry directly concerned with abrasive operations, this magazine presents "how to" editorial features showing how increased productivity, cost reduction and higher quality can be obtained thru abrasive operations. BPA audited and 98.12 per cent verified, this magazine is the Number One advertising medium for abrasive equipment and abrasive products.

CARBIDE ENGINEERING

CIRCULATION: 14,100

Listed SRDS Classification 88

CARBIDE ENGINEERING gives methods, production and maintenance engineers in the metalworking industry detailed information on the efficient use of cutting tools, carbide dies and wear parts. Authoritative articles aim at increased production, better quality control and lower costs, covering engineering (design), application (production) and maintenance of carbide, ceramic, diamond and high speed-cutting tools. Official publication of the Society of Carbide Engineers, BPA audited, 97.95 per cent verified. Best monthly media for advertising any type of cutting tool or equipment related to machining operations.

Hitchcock's WOOD WORKING

CIRCULATION: 16,100

Listed SRDS Classification 159

Hitchcock's WOOD WORKING is the Number One woodworking publication—tops in advertising (907 pages) and editorial content (survey results on request) again in 1958. Published monthly since 1898. Feature stories tell about new processes in manufacturing and finishing of wood products, new developments in plywood, veneer and particle board, new ideas in fastening, cutting and turning wood. Regular departments discuss shop problems, employee-management relations and news of the industry. Sections on literature and new products report on new adhesives, abrasives, finishes, woodworking equipment and other products used in woodworking. BPA audited, 95.6 per cent verified.

MASS TRANSPORTATION

CIRCULATION: 11,500

Listed SRDS Classification 21

MASS TRANSPORTATION is the only magazine serving the vast public transportation industry. Over 11,000 copies are mailed each month to management men responsible for the operation and maintenance of North American city transit systems, intercity and suburban bus lines, charter and sightseeing bus companies, large school bus fleets, rail rapid transit lines, passenger carrying railroads and passenger air lines. Authoritative articles cover all phases of operations—management, merchandising, scheduling, safety, public relations and maintenance. BPA audited, 94.13 percent verified.

SCHOOL BUS TRENDS

CIRCULATION: 31,600

Listed SRDS Classification 132

SCHOOL BUS TRENDS is published every other month, being sent as a separate publication to school board members, school officials, contract haulers and chassis dealers as well as being bound into all 11,000 copies of MASS TRANSPORTATION (Hitchcock's monthly magazine of public passenger transportation) making the total bi-monthly circulation of SCHOOL BUS TRENDS in excess of 31,600. Authoritative articles deal with operations, scheduling and maintenance of school buses—with emphasis on driver training and safety.

THE PLANT

CIRCULATION: 48,000

Listed SRDS Classification 69

THE PLANT is mailed each month to individuals who design, maintain and operate plant buildings and grounds, plant mechanical services and plant electrical services in manufacturing establishments, public utilities, public buildings, institutions and service industries. Editors are graduate engineers with plant experience. Departmentalized format and concise, authoritative writing results in high readership. Leading inquiry puller. BPA audited, 100 per cent verified.

MACHINE and TOOL BLUE BOOK

CIRCULATION: 50,100

Listed SRDS Classification 88

MACHINE and TOOL BLUE BOOK is the Number One metalworking monthly—tops in advertising (2,498 pages) and editorial content (1,322 pages) in 1958. Best media to reach entire metalworking industry including tooling, engineering, production and maintenance. Edited for works managers, shop superintendents, master mechanics, owners and executives as well as process, methods and production engineers. Technical yet highly readable. First controlled circulation publication in metalworking field—serving industry since 1906. BPA audited, 97.3 per cent verified. Starch studies available.

Write Today...

Investigate the rate advantages of using any combination or all Hitchcock Publications on your advertising schedules. Separate market data file folders are available for each Hitchcock Publication upon request.

SINCE 1898

hitchcock

PUBLISHING COMPANY

WHEATON, ILLINOIS

Printed on 100# Kromekote in Hitchcock's modern press rooms.

AA's Annual Creative Workshop to be Held in Chicago Aug. 5 to 8

(Continued from Page 3)

Bernstein, editorial director of ADVERTISING AGE. Dr. Steuart Henderson Britt, professor of marketing at Northwestern University and editor of the *Journal of Marketing*, will be in direct charge. Dr. Britt was formerly administrative vp of Earle Ludgin & Co., vp and director of research for Needham, Louis & Brorby, and manager of the research and merchandising departments of McCann-Erickson, New York.

The first full day will be devoted to "The Creative Background to Advertising." It will feature working admen and women, researchers and sociologists and hard-headed marketing experts including:

Prof. Philip M. Hauser, famous sociologist and authority on population; Charlotte Montgomery, columnist and author; Prof. Bergen Evans, authority on words and their usage; Pierre Martineau, director of marketing and research, *Chicago Tribune;* E. B. Weiss, merchandising consultant, Doyle Dane Bernbach Inc. and ADVERTISING AGE columnist; LeRoy King, editor, *Food Topics;* Janet Wolff, copy group head, J. Walter Thompson Co.

■ The second will be devoted entirely to "Creative Ideas in Broadcasting," and will be primarily visual. Some of the demonstration sessions will be held in the large audience studio of WGN-TV. Members of the "faculty" for the day include:

Hooper White, radio-tv producer, J. Walter Thompson Co.; Kensinger Jones, tv-radio director, Campbell-Ewald Co.; Kenneth C. T. Snyder, tv-radio creative director, Needham, Louis & Brorby; Hubbell Robinson Jr., CBS Television exec vp in charge of network programs; Jack Baxter, president, Creative House; Walter Colmes, Colmes-Werrenrath Productions; Andre Sarrut, president, Telefrance, Paris; Valentino Sarra, Sarra Inc.

In addition, a panel which will show and discuss the best tv commercials of the year will consist of Harry Wayne McMahan, tv consultant; Bea Adams, director of special tv projects, Gardner Advertising Co.; Robert L. Foreman, exec vp and director of tv projects, Batten, Barton, Durstine & Osborn; Jack Sidebotham, tv art and copy supervisor, Young & Rubicam, and Ed Graham Jr., president, Goulding-Elliott-Graham Productions.

■ The final day will be devoted to "Creative Ideas in Print" and will feature, among others:

Saul Bass, famed Hollywood art consultant; Stephen Baker, senior art director and group head, Cunningham & Walsh; and Fairfax M. Cone, chairman of the executive committee, Foote, Cone & Belding.

One of the most popular features of last year's seminar, a panel with audience participation, called "Are These Ads Tops or Flops?" will again be headed by Walter Weir, exec vp, Donahue & Coe. Participants in the panel will include Draper Daniels, exec vp in charge of creative services, Leo Burnett Co.; Hal Stebbins, president, Hal Stebbins Inc.; Arthur F. Jones, manager, creative department, Cockfield, Brown & Co.; and Margot Sherman, vp and chairman of creative plans board, McCann-Erickson.

Cost of the workshop, including three lunches and two dinners, but not including accommodations at the all-air conditioned Palmer House, is $100 until May 15, when the price goes up to $110. Complete details and enrollment blanks are available from Summer Workshops, c/o ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill. #

Du Pont Promotes Ken Bass

Kenneth C. Bass Jr., merchandising assistant in the women's wear merchandising section of E. I. du Pont de Nemours & Co., New York, has been appointed merchandising manager for women's outerwear. He succeeds Don W. Gay, who has been transferred to Du Pont's international department.

the only publication that gives you complete coverage of the doctor as a consumer

The A.M.A. News reaches over 238,000 doctors with the news and information they want . . . and is the best medium for selling this class market on your product.

THE AMA NEWS

Published by the American Medical Association • 535 North Dearborn Street, Chicago 10, Illinois

76.2% of Des Moines Listened to Radio

Iowa's blizzard of March 5 and 6, worst in the past decade, left 20,000 cars stranded in Iowa's largest city. Preference of radio service can best be measured when the demand for information is unusually high. More Des Moines people chosen at random in an impartial survey of 500 telephone calls made March 6 said they listened for the greatest part of the storm to KRNT TOTAL RADIO for information than all other stations combined!

and more Listened to KRNT Radio than all other stations combined!

During and following a traffic- rippling snowstorm in Iowa last month (March 5th), public demand for information about impassable roads . . . concern for whereabouts and welfare of relatives was critical!

Fortunately, most people in this area have learned from past experience that KRNT always provides service to fill these personal needs. They knew that KRNT would help, and a thousand business executives, school principals and individuals used KRNT'S aired-telephone interview service with the familiarity of daily routine.

The fact that KRNT is the preferred source of help and information in times of emergency stands as proof of KRNT's image of dependability in the minds of people in Central Iowa. Obviously, KRNT has earned this recognition with long-standing excellence in public service . . . reliability that is vital in all selling! KRNT advertisers know this. They used twice as much KRNT Radio in February of 1959 as in the same period a year ago. It's no wonder that most people listen to, believe in, and depend upon the COMPLETE radio station in Des Moines, KRNT TOTAL RADIO!

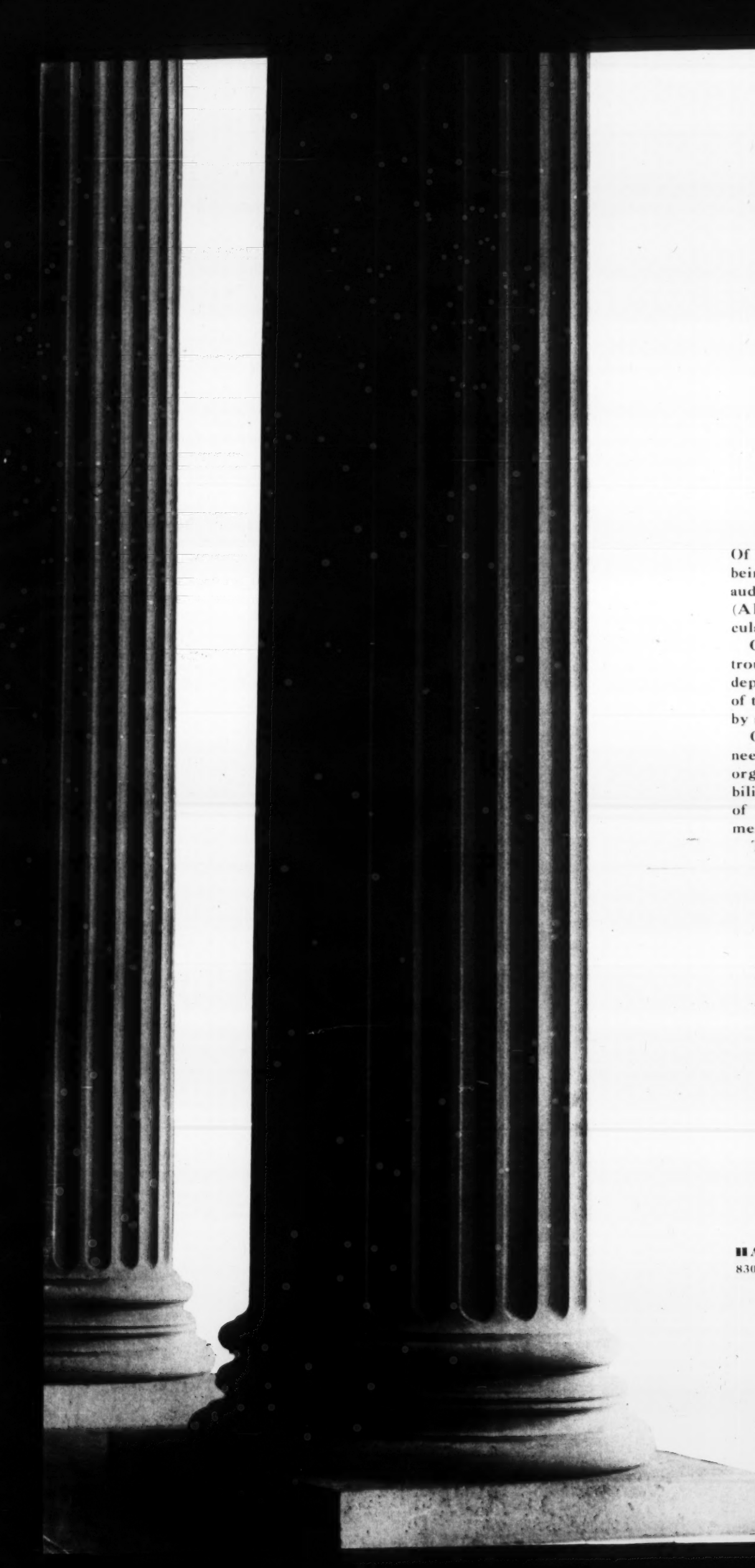
KRNT
TOTAL RADIO in Des Moines

According to another recent survey (when there was no emergency) . . . a depth study by Central Surveys, Inc.,

KRNT RATED AS THE TOP DES MOINES STATION:

- MOST PEOPLE LISTEN TO MOST
- MOST RELIABLE NEWS
- MOST BELIEVABLE PERSONALITIES

Represented Nationally by THE KATZ AGENCY



Of the more than 2,000 business papers now being published, only the 783 shown at right are audited by the Audit Bureau of Circulations (ABC) or Business Publications Audit of Circulation, Inc. (BPA).

Only these publications have gone to the trouble and expense of providing you with an independent, open, complete physical accounting of their circulation conducted on their premises by a non-profit auditing organization.

Only these publications have recognized the need for experienced field auditors backed by organizations whose policy control, responsibility, and disciplinary measures rest in the hands of their advertiser, agency, and publisher members.

These publications deserve your support.

HAYDEN PUBLISHING COMPANY, INC.
830 Third Ave., New York 22, N. Y. Telephone: PLaza 1-5530

Reprints Available on Request.

A

ABC Weekly Newspaper Rates and Data
ABD
Advertising Age
Advertising Requirements
Agricultura de las Americas
Aeronautical Procurement
Agrichemical West
Agricultural Chemicals
Agricultural Engineering
Agricultural Leaders' Digest
A.I.Ch.E. Journal
Air Conditioning, Heating & Refrigeration News
Air Conditioning, Heating and Ventilating
Aircraft & Missiles Manufacturing
Air Transportation
American Artisan
American Aviation
American Automobile (The)
American Boxmaker
American Brewer
American Builder
American Business
American City
American Druggist
American Egg & Poultry Review
American Engineer
American Exporter
American Exporter Industria
American Funeral Director
American Fur Breeder
American Gas Journal
American Glass Review
American Hairdresser
American Jewelry Manufacturer
American Journal of Medicine
American Journal of Nursing
American Journal of Proctology (The)
American Lumberman & Building Products Merchandiser
American Machinist
American Milk Review & Milk Plant Monthly
American Motel Magazine
American Paint Journal
American Paint and Wallpaper Dealer
American Painter and Decorator
American Paper Merchant
American Perfumer and Aromatics
American Practitioner and Digest of Treatment
American Press (The)
American Professional Pharmacist
American Restaurant Magazine
American Roofer & Siding Contractor
American School Board Journal
American Shoemaking
American Soft Drink Journal (The)
America's Textile Reporter
Analytical Chemistry
Appliance Manufacturer
Applied Hydraulics & Pneumatics
Architectural Forum
Architectural Record
Arizona Beverage Journal
Arizona Builder and Contractor
Arizona Grocers
Army-Navy-Air Force Journal
A.S.T.A. Journal (The)
A.S.T.A. Travel News
Automatic Control
Automatic Machining
Automation
Automotive Chain Store
Automotive Industries
Automotive News
Automotive Retailer
Automotive Service Digest
Automotive World
Automotive World en Espanol
Aviation Week including Space Technology

B

Bakers Review
Bakers Weekly
Baking Industry
Bankers Monthly
Banking
Bar Management
Beer Distributor
Better Building Maintenance
Better Farming Methods
Better Roads
Beverage Bulletin
Beverage Dealer & Tavern News
Beverage Industry News
Beverage Media
Beverage Retailer Weekly
Biscuit & Cracker Baker
Blast Furnace and Steel Plant
Boating Industry
Boot and Shoe Recorder
Bottling Industry
Boxboard Containers
Boxoffice
Brake and Front End Service
Brewers Digest (The)
Brewers Journal
Brick & Clay Record
Broadcasting—The Businessweekly of Television and Radio
Broiler Industry
Buckeye Tavern
Building Construction Illustrated
Buildings Magazine, incorporating National Real Estate and Building Journal
Building Products
Building Specialties & Home Improvement Dealer
Building Supply News
Burroughs Clearing House
Business Education World
Business Publication Rates and Data
Butane-Propane News
Buyers Purchasing Digest

C

California Oil World
California Stylist
Caminos y Construccion Peseda
Canadian Media Rates and Data
Candy Industry and Confectioners Journal
Canner/Packer
Canning Trade
Carbide Engineering
Casket and Sunnyside
Catholic Building and Maintenance
Catholic Property Administration
Catholic School Journal (The)
Ceramic Age
Ceramic Industry
Chain Store Age
Chemical and Engineering News
Chemical Engineering
Chemical Engineering Progress
Chemical Processing
Chemical Week
Chicago Electrical News
Civil Engineering
Cleaning and Laundry Age
Cleaning Laundry World
Club Management
Coal Age
Coal Utilization
College and University Business
Combustion
Commercial Boats & Equipment
Commercial Bulletin
Commercial Car Journal
Compressed Air Magazine
Concrete Construction
Concrete Industries Yearbook
Concrete Products
Connecticut Beverage Journal
Conover-Mast Purchasing Directory
Construction
Construction Bulletin
Construction Digest
Construction Equipment
Construction Methods and Equipment
Construction News Monthly
Constructioneer
Constructor (The)
Consulting Engineer
Consumer Magazine and Farm Publication Rates and Data
Contractor (The)
Contractors and Engineers
Contractors' Electrical Equipment
Control Engineering
Controller (The)
Cooperative Merchandiser
Corset & Brassiere
Corset and Underwear Review
Cotton Trade Journal
County Agent & Vo-Ag Teacher
Credit and Financial Management
Crockery and Glass Journal
Croplife
Current Medical Digest
Curtain and Drapery Dept. Magazine

D

Daily News Record
Dairy Record
Dental Laboratory Review
Dental Survey
Department Store Economist
Design News
Diesel Power
Diesel Progress
Diner Drive-In
Display World
Distribution Age
Dixie Contractor (The)
Domestic Engineering
Dough Boy (The)
Drilling
Drive-In Restaurant Magazine
Drugs & Allied Industries
Drug & Cosmetic Industry
Drug Topics
Drug Trade News

E

Earnshaw's Infants', Boys' and Girls' Wear
Eastern Feed Merchant
Editor & Publisher—The Fourth Estate
Educational Business
Education Screen and Audio-Visual Guide
Efectos de Escritorio
El Automovil Americano
Electric Heat & Air Conditioning
Electric Light & Power
Electrical Construction & Maintenance
Electrical Design News
Electrical Engineering
Electrical Equipment
Electrical Manufacturing
Electrical Merchandising
Electrical South
Electrical West
Electrical Wholesaling
Electrical World
Electrified Industry
Electromechanical Design
Electronic Design
Electronic Equipment Engineering
Electronic Industries
Electronic News
Electronic Technician
Electronics
El Exportador Americano
Engineering & Mining Journal
Engineering News Record
Equipment & Materials Reporter
Excavating Engineer
Explosives Engineer (The)
Export Trade and Shipper

F

Factory
Factory Equipment and Production
Farm Chemicals
Farm & Power Equipment
Farm Power
Farm Publication Rates and Data
Fast Food
Feed Age
Feedstuffs
Feeds Illustrated
Fibre and Fabric
Fibre Containers and Paperboard Mills
Films For Television
Finance
Fire Engineering
Fish Boat (The)
Fishing Tackle Trade News
Fleet Owner
Floor Covering Profits
Flooring
Florida Builder
Florida Building Journal
Food Business
Food Engineering
Food Field Reporter
Food Merchandising
Food Processing
Food Topics
Footwear News
Forecast for Home Economists
Foundry
Freezer Provisioning
Frosted Food Field
Frozen Food Age
Fuel/oil & Oil Heat
Fuel Oil News
Funspot
Furniture Manufacturer
Furniture Production
Furniture Retailer & Furniture Age

G

Garden Supply Merchandiser
Gas
Gas Age
Gas Heat and Comfort Cooling
Gasoline Retailer (The)
Geyer's Dealer Topics
Gift and Art Buyer
Giftwares
Glass Digest
Glass Industry (The)
Glass Packer (The)
Go
Golfdom
Good Packaging
GP
Grain and Feed Review (The)
Graphic Arts Monthly
Greater Philadelphia Magazine
Grinding and Finishing

H

Handbags & Accessories
Hardware Age
Hardware & Housewares
Hardware Retailer
Hardware World
Hatchery and Feed
Hearing Dealer (The)
Heating & Air Conditioning Contractor
Heating & Plumbing Merchandiser
Heating, Piping and Air Conditioning
Heating, Plumbing and Air Conditioning News
High Fidelity Trade News
Hitchcock's Wood Working
Home Comforts Wholesaler
Home Furnishings Daily
Hosiery and Underwear Review
Hospitals, Journal of the American Hospital Association
Hospital Management
Hotel Bulletin
Hotel Management
Hotel Monthly (The)
House & Home
Housewares Review

I

Ice Cream Field
Ice Cream Review (The)
Ice Cream Trade Journal (The)
Illinois Beverage Journal
Implement & Tractor
Indiana Beverage Life
Industria Avicola
Industrial Arts and Vocational Education
Industrial Design
Industrial Distribution
Industrial and Engineering Chemistry
Industrial Equipment News
Industrial Finishing
Industrial Heating
Industrial Laboratories
Industrial Maintenance and Plant Operation
Industrial Marketing
Industrial Medicine and Surgery
Industrial Packaging
Industrial Photography
Industrial Wastes
Industrial Woodworking
Industry & Welding
Infants' and Children's Review
Ingenieria Internacional Construccion
Ingenieria Internacional Industria
Inland and American Printer and Lithographer
Inplant Food Management
Institutions Magazine
Instrument & Apparatus News
Instruments and Control Systems
Insulation
Insurance Field
Insurance Record (The)
Insurance Salesmen (The)
Interior Decorator's Hand Book
Interior Design
Interiors
I S A Journal
Interline Reporter
Iron Age (The)
Irrigation Engineering and Maintenance

J

Jewelers' Circular-Keystone (The)
Jobber News & Electronic Wholesaling
Jobber Product News
Jobber Topics
Journal of Accountancy (The)
Journal of the American Oil Chemists' Society
Journal of Commerce
Journal of Osteopathy
Journal of Plumbing, Heating & Air Conditioning (The)

K

Frank Kane's Licensed Beverage Review
Kansas Construction Magazine
Kentucky Beverage Journal
Kitchen Business
Knitter (The)
Knitting Industry Weekly

L

Lamp Journal
Law and Order
Leather and Shoes
Leonard's Guide—Universa
Light Metal Age
Life Insurance Selling
Linens & Domestics
Lingerie Merchandising
Lippincott's Medical Science
Liquor Store
Local Agent (The)
LP-Gas
Luggage and Leather Goods
Lumberman (The)

M

Machine and Tool Blue Book
Machine Design
Machinery
MacRae's Blue Book
Maine Coast Fisherman
Maintenance
Maintenance & Sanitary Supplies
Management Methods
Manufacturing Confectioner with International Confectioner
Marine Engineering/Log
Marine News
Maritime Reporter
Mart Magazine
Maryland-Washington-Delaware Beverage Journal
Massachusetts Beverage Journal
Mass Transportation
Material Handling Engineering
Material Handling Illustrated
Materials in Design Engineering
Mayor & Manager
MD Medical Newsmagazine
Meat
Mechanical Contractor
Mechanical Engineering
Mechanization
Medical Digest
Medical Economics
Medical Times
Merchants Trade Journal
Men's Wear
Metal Finishing
Metal Forming and Fabricating
Metal Products Manufacturing
Metal Progress
Metal Treating
Metalworking
Michigan Beverage News
Michigan Contractor and Builder
Michigan Food News
Michigan Roads and Construction
Mid-Continent Banker
Mid-West Contractor
Midwest Industry Magazine
Military Electronics
Military Engineer (The)
Military Market (The)
Military Systems Design
Milk Dealer (The)
Milk Products Journal
Mill and Factory
Mining and Quarrying
Mining Congress Journal
Mining Engineering
Mining World
Missile Design & Development
Missiles and Rockets
Modern Beauty Shop
Modern Brewery Age
Modern Castings
Modern Concrete
Modern Converter
Modern Drugs
Modern Grocer (The)
Modern Hardware
Modern Highways
Modern Hospital
Modern Lithography
Modern Machine Shop
Modern Materials Handling
Modern Medicine
Modern Miss
Modern Office Procedures
Modern Packaging
Modern Plastics
Modern Railroads
Modern Sanitation and Building Maintenance
Modern Stationer
Modern Textiles Magazine
Modern Windows
Monopoly State Review
Motion Picture Exhibitor Plus Showmen's Trade Review
Motion Picture Herald
Motor
Motor Age
Motor Service
Motor West
Municipal South (The)
Musical Merchandise Review
Music Trades (The)

N

N.A.R.D. Journal
Nargus Bulletin
National Bottlers' Gazette
National Cleaner & Dyer
National Fisherman
National Fur News
National Furniture Review
National Hearing Aid Journal
National Jeweler
National Lithographer (The)
National Oil Jobber
National Petroleum News
National Photographer (The)
National Provisioner (The)
National Rug Cleaner
National Safety News
National Underwriter
Nation's Schools (The)
Network Rates and Data
New England Construction
New England Electrical News
New England Hardware
New Equipment Digest
New Jersey Beverage Journal
New York Lumber Trade Journal (The)
News Front
Newspaper Rates and Data
NISA News
Notion & Novelty Review
Nucleonics
Nursing Outlook

O

Observer
Occupational Hazards
Office (The)
Office Appliances
Office Executive
Office Management
Official Steamship & Airways Guide
Offshore Drilling
Ohio Tavern News
Oil and Gas Equipment
Oil and Gas Journal (The)
Oil, Paint & Drug Reporter
Optical Journal & Review of Optometry
Optometric Weekly (The)
Oral Hygiene
Oregon Restaurant & Beverage
Osteopathic Profession (The)

P

Pacific Air & Truck Traffic
Pacific Architect and Builder
Pacific Builder and Engineer
Pacific Coast Record Combined With Western Restaurant
Pacific Drug Review
Pacific Factory
Pacific Fisherman
Pacific Laundry & Cleaning Journal
Pacific Road Builder and Engineering Review
Pacific Work Boat
Package Engineering
Package Store Management
Packaging Parade
Packer (The)
Paint and Varnish Production
Paint, Oil and Chemical Review
Paper & Paper Products
Paper and Twine Journal
Paper, Film and Foil Converter
Paper Industry (The)
Paper Mill News
Paper Sales
Paper Trade Journal
Park Maintenance
Parks & Recreation
Patterson's Calif. Beverage Gazetteer
Petroleum & Chemical Transporter (The)
Petroleum Engineer (The)
Petroleum Equipment
Petroleo Interamericano
Petroleum Marketer
Petroleum Refiner
Petroleum Week
Petroleum World and Oil
PF Manufactured Homes
Photo Dealer Combined with Western Photo Retailer
Photo Developments
Photographic Trade News
Pipeline Construction
Pipe Line Industry
Pipe Line News
Pit and Quarry
Pit and Quarry Handbook
Plant (The)
Plant Engineering
Plastics Technology
Plastics World
Plating
Playthings
Plumbing and Heating Business
Plumbing-Heating-Air Conditioning Wholesaler
Pocket List of Railroad Officials
Postgraduate Medicine
Post's Paper Mill Directory
Poultry & Eggs Weekly (The)
Poultry Processing & Marketing
Power
Power Engineering
Power Industry
Practical Builder
Practical Lawyer (The)
Precision Metal Molding
Premium Practice
Printers' Ink
Printing Magazine including "The Offset Printer"
Printing Production
Proceedings of the I. R. E.
Produce News (The), & Produce Barometer (The)
Product Design & Development
Product Engineering
Production
Production Equipment
Products Finishing
Progressive Architecture
Progressive Grocer
Protestant Church Administration & Equipment
Public Power
Public Works Magazine
Publishers' Auxiliary (The)
Pulp & Paper
Pulpwood Production & Saw Mill Logging
Purchasing
Purchasing News

Q

Qualified Contractor
Quick Frozen Foods

R

Railway Age
Railway Locomotives and Cars
Railway Purchases and Stores
Railway Signaling and Communications
Railway Track and Structures
Record and Sound Retailing
Recreation
Refrigeration & Air Conditioning Business
Refrigeration Engineering including Air Conditioning
Resident Physician
Resort Management
Restaurant Equipment Dealer
Restaurant Management
Revista Aerea Latinoamericana
Revista Industria
Riss Edition—Medical Economics
Rivers & Harbors
RN Magazine
Roads and Streets
Rock Products
Rocky Mountain Construction
Roofing, Siding and Insulation
Rough Notes
Rubber Age
Rubber World
Rural Electrification
Rural Roads

S

Sales Management
Sanitary Maintenance
Savings and Loan News
Savings Bank Journal
Scholastic Coach
School Arts
School Executive (The)
School Management
School Shop
Screen Process Magazine
Seaboard Beverage Journal
Seafood Merchandising
Seed and Garden Merchandising
Seedmen's Digest
Selling Sporting Goods
Server (The)
Servicios Publicos
Service Station Management
Shipping Digest
Shipping Management
Ships Magazine
Signal
Signs of the Times
Skyways
Soap and Chemical Specialties
Southern Appliances
Southern Automotive Journal
Southern Beverage Journal
Southern Building Supplies
Southern Florist and Nurseryman
Southern Hardware
Southern Hospitals
Southern Lumber Journal and Building Material Dealer (The)
Southern Lumberman
Southern Motor Cargo
Southern Power and Industry
Southwest Bldr. and Contr.
Southwest Implement Journal
Southwestern Advertising and Marketing
Space/Aeronautics
Spectator (The)
Spirits
Sponsor
Sporting Goods Dealer (The)
Sporting Goods Products
Sports Age
Spot Magazine
Spot Radio Rates and Data
Spot Television Rates and Data
Standard (The)
Starchroom Laundry Journal
Steel
Street Engineering
Sugar y Azucar
Sugar Journal (The)
Super Market Manager
Super Market Merchandising
Supermarket News
Super Service Station
Supply House Times
Surgical Business

T

Tap & Tavern
Taxicab Industry—Auto Rental News (The)
Tea and Coffee Trade Journal
Television
Television Age
Tele. Engrs. Catalog-Directory Ind. Suppliers
Telephone Engineer & Management
Texas Contractor
Texan Professional Engineer
Textile Bulletin
Textile Industries
Textile World
Thomas' Register of American Manufacturers
Timberman (The)
Tire & TBA Review
Tire, Battery & Accessory News
Tires-TBA Merchandising
Tobacco Jobber (The)
Tool Engineer (The)
Tooling and Production
Tourist Court Journal
Toys and Novelties
Traffic World
Trailer Dealer
Transmission and Distribution
Transportation Advertising Rates and Data
Transport Topics
Transportation Supply News
Transporte Moderno
Travel Weekly
Trusts and Estates

U

Underwriters' Report
Underwriters Review
Upholstering
U. S. Radio

V

Variety Store Merchandising
Vend
Volume Feeding Management
Voluntary and Cooperative Groups Magazine

W

Wastes Engineering
Water & Sewage Works
Waterways Journal (The)
Water Works Engineering
Welding Engineer
Welding Illustrated
Western Advertising
Western Automotive Journa
Western Aviation
Western Baker
Western Bottler
Western Builder (The)
Western Building
Western City
Western Confectioner with Western Candy Review
Western Construction
Western Dairy Foods Review
Western Electronic News
Western Fabrics, Curtains & Draperies
Western Farm Equipment
Western Feed & Seed
Western Floods
Western Fruit Grower
Western Industry
Western Machinery and Steel World
Western Meat Industry
Western Merchandiser
Western Metalworking
Western Paint Review
Western Plastics
Western Trucking—Motor Transporation in the West
Western Underwriter
Wines & Vines
What's New in Home Economics
Wholesale Drug Sales
Women's Wear Daily
Wood and Wood Products
Wood Construction & Bldg. Materialist
Wood-Worker, (The) and Veneers and Plywood
Work Boat (The)
World Construction
World Mining
World Oil
World Petroleum
World-Review of Hotels & Travel

Business publication membership lists furnished by Audit Bureau of Circulations and Business Publications Audit of Circulation, Inc. as of March 15, 1959.

Reddi-Wip Drive Promotes 'Shortcut to Shortcake'

A special Reddi-Wip spring promotion urging housewives to use Reddi-Wip as a "shortcut to strawberry shortcake" started April 15. Media will include full-color ads in *Ladies' Home Journal, Life* and *McCall's*, plus a 13-week radio spot drive on the Arthur Godfrey show on CBS and b&w newspaper ads.

D'Arcy Advertising Co., Los Angeles, is handling the drive. John Edgar, formerly with D'Arcy in Chicago, has been transferred to Los Angeles as account executive for Reddi-Wip. D'Arcy has named Sherman J. McQueen account supervisor.

Pillsbury Names Grant

The overseas division of the Pillsbury Co. has appointed Grant Advertising, New York, to handle its export advertising, effective June 1. Pillsbury refers to itself as the world's largest exporter of wheat flour. Gotham-Vladimir Advertising, New York, is the present agency.

Kudner Names 2 Senior VPs

Robert W. Bode, vp and exec art director, and Donald S. Gibbs, vp and copy chief of Kudner Agency, New York, have been named senior vps. Both are members of the exec committee and board of directors.

Get the facts on Montreal!

To get your full sales potential from the Montreal market, first get the facts about this big, two-language city. Useful facts on population, retail sales, media coverage, etc. . . . are always available from The Montreal Star—first-choice paper in Montreal's English market.

The Montreal Star

Represented nationally by O'Mara and Ormsbee Inc.

STARCH CHOICES—*Here are three of the 10 top-ranked outdoor posters during the four weeks ending March 6 according to Starch interviews. The Esso poster ranked highest and the Amoco poster with the attendant ranked second. The Almond Roca poster was fifth. The other seven winners and rank, are: Sunbeam Bakers (3); Amoco Gas, with illustration of lady (4); Fleischmann's whisky (6); Ballantine beer (7); Ford car (8); Standard Oil of California (9), and Morton salt (10).*

Sears' Sales, Net Hit Highs

Sears, Roebuck & Co., Chicago, has reported net income for 1958 reached a record high of $165,788,473, 2.9% over the 1957 figure. Net sales during 1958 were $3,721,272,080, a record high for the fourth consecutive year, and 3.3% increase over last year's total.

Hand Rejoins Fairchild

B. R. Hand, who was director of market research of Fairchild Camera & Instrument Corp., Syosset, N.Y., from 1953 to 1955, and since then has operated his own business, has rejoined Fairchild as director of product and market planning.

. . . hits 'em where they live

Your message penetrates millions of minds and hearts when you use Lemarge Mass Mail.

With this newest advertising medium you can achieve the blanket coverage of the mass media with the intimate appeal, control and selectivity of a personal letter.

Lemarge clients benefit from the knowledge, experience and creativity of a staff of direct mail experts . . . backed by one of the country's largest *mechanized* mailing services . . . cutting, folding, inserting, addressing, labeling and delivering millions of pieces daily to your market.

If you are a giant in your field—or intend to be—you may find it profitable to learn what Lemarge Mass Mail can do for you in securing orders, inquiries, leads for salesmen . . . handling contests, samples, premium offers and couponing . . . in advertising, merchandising or test marketing just about any product, idea or service.

For creative mass mail . . . mail advertising that hits with impact, rebounds with sales . . . look to Lemarge.

Lemarge Mailing Service Company · 417 South Jefferson Street · Chicago 7, Illinois

you can count on
superior SHRINKAGE-RESISTANCE
REGISTER-PRESERVATION
with
PROGRESS

R.O.P. COLOR MATS

The exceptionally fine results obtained with Progress R.O.P. Color Mats have produced exceptionally high praise from leading newspapers, and from some of the largest agencies and some of their largest clients. We have tear sheets and comments on file which we'll gladly show you upon request. What's more, we can show you that Progress R.O.P. Color Mats cost far less than most other R.O.P. mats, regardless of quality. Telephone or write us now for further information.

PROGRESS PLATE MAKING COMPANY
913-23 Filbert Street, Philadelphia 7, Pa. WAlnut 2-0447

The PROGRESS · HANSON · PROGRESSIVE *Group*

PROGRESS Plate Making Company, 923 Filbert Street, Phila. 7, WAlnut 2-0447
HANSON Electrotype Company, 9th & Sansom Streets, Phila. 7, WAlnut 2-5567
PROGRESSIVE Composition Company, 9th & Sansom Streets, Phila. 7, WAlnut 2-2711

NEW YORK: MU Hill 2-1723 • NEWARK: MA 3-5334 • WASHINGTON: EX 3-7444
LANCASTER: EX 4-1675 • WILMINGTON: OL 5-6047 • BALTIMORE: SA 7-5302 • RICHMOND: MI 4-2771

PERCEPTIVE

this is WARREN BROWN

This is Warren Brown . . .

Chicago American Sports columnist . . . on the sports trail for many years . . . years that saw the first Rose Bowl Game . . . the career of Knute Rockne become a legend . . . Jack Dempsey become a champion . . . the spectacular up and down of welter-weight Joe Walcott . . . the racy humour of Damon Runyon . . . the long career of Joe Louis . . . "perfect attendance" at the Kentucky Derby . . . and baseball, baseball, baseball. Years that made Warren Brown's name, opinions and predictions known and respected from coast-to-coast. "The old Californian" is a toastmaster *par excellence* . . . constantly in demand for everything from high school athletic banquets, community work, radio, television to those "big league" diamond dinners.

A prolific writer who has made outstanding literary contributions to the sports world, not only with his columns and features, but also with best-sellers:

1931—"ROCKNE" . . . by the man who knew him best, as a friend and also in Rockne's working environment. A book lauded by all America.

1946—"The Chicago Cubs" . . . said to be the first literate history of a ball team.

1948—"Win, Lose or Draw" . . . praised as the most revealing and readable sports volume of the Twentieth century.

1952—"The Chicago White Sox" . . . a saga of the Sox from the original Western League team to the modern major league club, with whom Brown travels extensively.

Brown is an entertaining writer . . . whimsical and folksy at times, droll at others, and deft in his destruction of "pretenders." He is an authority on football, basketball, boxing, golf, tennis and an avid racing fan. As for baseball, his work speaks for itself. Last year he was elected Vice President of the Baseball Writers Association of America. This is a man of stature . . . honored by great names in *and out* of the sports world . . . rarely pictured, but often quoted.

This is Warren Brown of The Chicago American.

THE CHICAGO AMERICAN

CHICAGO OWNED • CHICAGO EDITED • CHICAGO DEDICATED

Represented nationally by Hearst Advertising Service Inc.

Pabst Seeks National Distribution for 'Original' Blue Ribbon by May

Annual Meeting Peaceful as Brewer Cuts Losses to $562,000 in '58

CHICAGO, April 14—Pabst Brewing Co. has returned to the good old days and currently is replacing its Blue Ribbon beer with a beer that Pabst describes as the "original" Blue Ribbon beer.

This was disclosed last week by James C. Windham, Pabst president, at the company's annual stockholders meeting. He told ADVERTISING AGE that Pabst will have national distribution on the "original" Blue Ribbon beer by the end of May.

Pabst has been test marketing the "original" beer in 14 markets since Jan. 26, Mr. Windham said, and he added that the public response to the brand has been "enthusiastic."

Pabst discontinued the "original" mixture some years ago in favor of the present mixture, he said. Mr. Windham refused to say what the differences are between the "original" and the current Blue Ribbon brands other than taste and formula.

■ Among the major markets where the "original" beer is being tested are Freeport and Rockford, Ill.; Charlotte and Greensboro, N.C.; Columbia, S.C.; Birmingham, Ala., and Des Moines. Pabst has been using newspapers and radio and tv spots in these markets. Kenyon & Eckhardt is the agency.

Pabst may use no national advertising at all this year. Mr. Windham said the brewer currently is considering using some magazines but has not reached a decision. The company has concentrated on using local media in the various markets, he added. Mr. Windham declined to say how much money Pabst would invest in advertising this year.

The annual meeting this year resembled a PTA tea—in direct contrast to the 1958 meeting when a bitter proxy battle was in progress. All was sweetness and light this year with no harsh words, charges or negative votes.

Harris Perlstein, Pabst board chairman, and an incumbent slate of 14 directors were unopposed this year and received 3,612,870 votes, or 83.1% of all Pabst voting shares. Last year, the management group received only 56% of the eligible votes.

■ Mr. Windham reported a net loss of $562,000 for 1958—an improvement over 1957 when the brewer suffered a loss of $2,871,000. Mr. Windham took over the presidency of Pabst last year shortly after Pabst purchased Blatz Brewing Co. (AA, Aug. 4). He was president of Blatz at that time.

Present at the annual meeting were David and Robert Pabst and Carl Spaeth, all major stockholders, who led the proxy fight last year in an effort to unseat the Perlstein management. David Pabst told AA that he was satisfied with the progress that the company has made since last year.

In answer to a question from ADVERTISING AGE, David Pabst said that the Pabst-Spaeth group's contract with John Toigo, former vp and director of marketing of Jos. Schlitz Brewing Co., has terminated. Mr. Toigo, who left Schlitz last year (AA, March 24) to become the Pabst-Spaeth candidate for president of Pabst, signed a $50,000 contract with the stockholders group. #

Morse Realigns Duties

Morse International, New York, has made four account executive changes on products of its parent company, Vick Chemical Co. Joe Reda, formerly with Grey Advertising, has joined Morse to handle Vicks cough syrup, Formula 44 and nasal spray. John J. Archibald, who recently joined Morse from J. M. Mathes Inc., will handle Vicks VapoRub and Vapo-Steam. Richard D. Falcon has switched from Prince Matchabelli-Seaforth to Vick cough drops, Lavoris and Vick Canada. Richard L. Heffner, formerly with the Vick products division, has been assigned Vick throat lozenges, inhalers, Va-tro-nol and Bio-Medic throat discs.

Franklin Joins Potts-Woodbury

Robert E. Franklin has joined Potts-Woodbury, Kansas City, as account supervisor and member of the plans board and new business committee. He previously was an account group head at Henri, Hurst & McDonald, Chicago.

1000 SALES IDEAS ONLY $10

Successful ideas from successful companies on

SALES, MERCHANDISING, ADVERTISING, PROMOTION!

Each month, for a year, you receive Briefed with its 100 or more sales-tested, profitable experiences . . . showing results produced . . . as reported in the nation's leading business and trade publications. Adapt them to your own profitable use. Worth many times the $10 you send!

BRIEFED

400 Madison Ave. (Dept. A), N. Y. 17

Today...after

the first complete magazine for brides

the BRIDE'S magazine

25th anniversary issue

AUTUMN 1959

Closing date for 25th Anniversary Issue, Autumn, 1959, out July 15, is **May 20th.**

the BRIDE'S *magazine*

Published by Bride's House Division of The Condé Nast Publications Inc.

Putman Checks Mail Studies of Media Against Interviews

NEW YORK, April 14—A study on the accuracy of mail questionnaires for measuring the reading of business publications, compared with personal interviews, has just been released by the Advertising Research Foundation.

The survey, "A Comparative Study of Mail Questionnaire Techniques for Measuring Reading of Business Publications," was sponsored by Putman Publishing Co. and made by Albert D. Freiberg, of Professional Research Associates, in consultation with ARF's technical committee.

The purpose of the study was to investigate the accuracy of three types of mail questionnaires in measuring the audiences of specialized business papers. These questionnaires were designed to use unaided recall, partially aided recall, and aided recall.

■ The criterion for evaluating the relative accuracy of these three questionnaires comprised the "surely looked into" scores obtained in personal interviews using a test issue of each of six publications, namely *Chemical Engineering, Chemical & Engineering News, Chemical Engineering Progress, Chemical Processing, Chemical Week*, and *Industrial & Engineering Chemistry*.

Members of the American Chemical Society and the American Institute of Chemical Engineers in selected counties in Louisiana, New Jersey, New York, Ohio, Texas and West Virginia comprised the audience studied.

Although the samples are small and the findings relate to only six publications serving one segment of industry, the study indicated that the unaided recall questionnaire showed the greatest deviation from personal interviews in measuring the audiences of any of the six publications. The partially aided recall questionnaire was only slightly more accurate; the aided recall questionnaire produced results closest to the criterion.

A. W. Lehman, managing director of ARF, commenting on the study, said it "is unique in comparison with other surveys conducted in consultation with ARF, because it is devoted exclusively to research methods, rather than to the collection of specific data relating to a particular medium."

Copies of the study may be obtained from ARF, 3 E. 54th St., New York 22, or Putman Publishing Co., 111 E. Delaware Pl., Chicago, at $2 a copy. #

Cabot Elects Summers, Reports Billings Rise

James I. Summers, formerly vp and account supervisor at Harold Cabot & Co., Boston, has been elected exec vp. The agency reports 1958 billings 16% ahead of the previous year, the largest in company history. The gain was divided about evenly between increased billings in present accounts and new business.

For 1959, Edward F. Chase, president, forecasts increased budgets for 80% of the agency clients and an estimated increase in total agency billings of 20% for the year.

Farrington Picks Ayer

Farrington Mfg. Co., Needham Heights, Mass., has appointed N. W. Ayer & Son, Philadelphia, to handle its advertising. Chambers, Wiswell, Shattuck, Clifford & McMillan, Boston, was the former agency. Farrington makes Charga-Plate and other credit token systems for national credit organizations.

25 years...The Bride's Magazine is Still #1 By Any Basis of Measurement!

The function of The Bride's Magazine today, as it was 25 years ago, is to do a *selective* selling job for advertisers to the richest consumer market of all: A market that needs everything *new* . . . and everything *now* . . . and that has the money to *buy it now!* Over the years BRIDE'S has become the basic buying guide and service magazine for brides-to-be.

The 25th Anniversary Issue of The Bride's Magazine . . . Autumn, 1959, closing May 20th . . . will be the most complete and informative buying guide for brides ever published. If you want to reach the cream of America's housewives of tomorrow at the critical moment of *first brand-buying decision*, your number one medium by any basis of evaluation you choose to use is The Bride's Magazine.

FIRST with Brides-to-be!

	THE BRIDE'S MAGAZINE	Modern Bride	Bride & Home
Average Total Paid Circulation Per Issue	157,245 copies	115,287	94,131

BASED ON A.B.C. PUBLISHER'S STATEMENTS, 1958

FIRST with Advertisers!

	THE BRIDE'S MAGAZINE	Modern Bride	Bride & Home
Total Pages	653.48 pages	521.40	203.4
Total Revenue	$1,630,423	$911,286	—

PUBLISHER'S INFORMATION BUREAU REPORTS, 1958 (EXCEPT FOR BRIDE & HOME)

FIRST with Retailers!

	THE BRIDE'S MAGAZINE	Modern Bride	Bride & Home
Total Retail Tie-in Newspaper Linage	228,311 lines	39,875	75,690

ADVERTISING CHECKING BUREAU REPORTS, 1958

FIRST to organize BRIDES' SHOPS in Leading Stores

FIRST to organize WEDDING GIFT REGISTRIES

FIRST to originate THE BRIDE'S PREFERENCE LIST*

FIRST to organize HOME PLANNING CENTERS for Brides

FIRST to organize "BRIDE'S WEEK" PROMOTIONS

*Trade Mark of the Condé Nast Publications Inc.

60 East 42nd Street, New York 17, N. Y. telephone MUrray Hill 2-1490

NATIONAL LIVE STOCK PRODUCER MAKES SALES

in America's "Money Belt" farm market

The $10 BILLION DOLLAR LIVE STOCK MARKET!

The National Live Stock Producer influences "buying action" among America's live stock producers because:

- they have an average income of $19,256 from the sale of live stock.
- they market 95 hogs per farm . . .
- they market 89 beef cattle per farm . . .
- they have an average $110,685.68 invested in land, live stock and equipment.

Send for your FREE copy of "TOP COVERAGE", the booklet with up-to-date market facts on the $10 BILLION DOLLAR FARM MARKET

NATIONAL LIVE STOCK PRODUCER

139 N. Clark Street
Chicago 2, Illinois
Phone: CEntral 6-2068

Newspapers are Best Medium for Newsy Ads, Zern Says

NEW YORK, April 14—"The best advertising copy is that which gets its story across with maximum clarity and maximum persuasiveness to the people it's intended to influence," said Ed Zern, vp and copy group head of Geyer, Morey, Madden & Ballard, in the course of paying tribute to a forthright A&P ad for chuck roast.

Mr. Zern, speaking to the New York chapter of the American Assn. of Newspaper Representatives, argued that "when an advertiser has a story to tell that is really news—not just news of interest to the manufacturer but news of importance to the consumer—then the most logical choice of media for that advertisement is newspapers."

He said the newsy character of Rambler ads account for the fact that the lion's share of Rambler advertising goes into newspapers, with a schedule of 300-line and 400-line ads backing up full pages and 1,500-line insertions.

■ "Just recently we prepared a series of advertisements for American Motors announcing that Rambler was in third place in sales in ten states," he reported. "This was news of real interest . . . and naturally this advertising ran in newspapers. (It would have been too dangerous to run this advertising in magazines, with their longer closing dates, and to run the risk that by the time the advertisement appeared Rambler would have been in first place)."

■ He also cheered up the reps with tv jokes—by describing a man who had to bind a cut with friction tape, since all the Band-Aids had been used to lift eggs out of boiling water. His wife watched the kitchen tv quite a bit, but with the dishwasher, fan and disposer in operation, she couldn't hear the sound, and she thought that lifting eggs was what Band-Aids were for.

Similarly, the man had a small daughter who was hit in the eye with a tennis ball, and his wife told him a toothpaste existed which protected people from tennis balls, and asked him to get some. #

Crowell-Collier Buys KLX

Negotiations have been completed for sale of KLX, Oakland, Cal., radio station, to Crowell-Collier Publishing Co. by the Oakland Tribune Building Co. Purchase price has not been disclosed. FCC approval of the sale is expected by June 1.

New WMCA Rate Card Bows

WMCA Radio, New York, has announced new rate increases with a redesigned rate card featuring a folder with inserted material on coverage, audience growth and programming.

IN THE SWIM—*Rose Marie Reid, Los Angeles swimsuit maker, will use newspapers for the first time this spring in a five-city test program. The cities are Atlanta, Chicago, Los Angeles, New York and San Francisco. Carson/Roberts Inc. is the agency.*

NBP Presentation Will Seek to Lure J-Students to Field

WASHINGTON, April 14—National Business Publications will unveil this week a panel presentation which it expects to show at schools of journalism in an effort to interest young people in careers in business journalism.

Prepared by NBP's committee on education, the project involves approximately 30 drawings mounted on 15 panels, which are used to supplement a 30-minute talk. The panels are mounted in a special aluminum carrying case, which becomes an easel for the presentation.

■ After it is officially unveiled at NBP's spring meeting at Phoenix this week, the presentation will be offered by members of NBP's committee on education or other NBP members to schools of journalism which are academic members of NBP. The first scheduled date is at Ohio State early in May, according to NBP sources, and it will eventually be seen at a large majority of the 51 schools which are affiliated with NBP.

The presentation explains the function of the business press and presents the career opportunities in all phases of the business. It discusses not only editorial functions, but also sales, management, production and other areas where careers are available.

The committee on education is under the chairmanship of George Pope, business manager, *Foundry*, Cleveland. #

Aiston Joins Wherry, Baker

William C. Aiston, formerly an account executive with Tatham-Laird, Chicago, has joined Wherry, Baker & Tilden, Chicago, as account executive on Quaker Oats Co.'s ready-to-eat cereals.

Selz, Bowen Join F&S&R

Preston O. Selz, formerly operator of Selz Group, Chicago agency, has joined Fuller & Smith & Ross, Cleveland, as senior copywriter. Charles N. Bowen, formerly executive art director of Charles Anthony Gross Inc., Miami, has joined F&S&R, Cleveland, as art director.

Cathey to Hale Printup

James E. Cathey, formerly an account supervisor with Fitzgerald Advertising, has joined Hale Printup & Associates, publishers' representative in Miami and Atlanta, as the southeastern representative for *Woman's Day*. Hale Printup has also moved to new offices at 1401 Peachtree St., Atlanta.

TNT Names Rolley

William G. Rolley, previously national sales manager of WCAU, Philadelphia, has been named general sales manager of Theater Network Television, New York, closed circuit tv company.

Those last three feet . . .

The mail is delivered, but it still has a long way to go . . . those last three feet from mail basket to reader. Will it get read? He'll never get his job done if he trys to read it all!

Best bet for thorough, thoughtful reading: The IPC technical magazine that's edited specifically to help him in his work. It's tailored by experts to fill his particular information needs.

To get your ad read, make sure it travels those last three feet between the covers of an IPC magazine. A-15-59

Franchise Circulation gets magazines to the men who buy.

Distilled Writing gets magazines read.

THE INDUSTRIAL PUBLISHING CORPORATION
812 Huron Road • Cleveland 15, Ohio • SU 1-9620
NEW YORK • CHICAGO • LOS ANGELES • LONDON

Send for these Free Market Facts

(CLIP THIS AD AND MAIL WITH YOUR LETTERHEAD)

Air Conditioning & Refrigeration
- ☐ The Refrigeration & Air Conditioning Wholesaler, #147R.
- ☐ A Study Of Firms Engaged in The Business Of Air-Conditioning, Heating & Commercial Refrigeration, #169R.

From: REFRIGERATION AND AIR CONDITIONING BUSINESS

Fluid Power
- ☐ Market Study For Fluid Lines & Cylinder Tubing.
- ☐ Market Study For Valve Solenoids.

From: APPLIED HYDRAULICS AND PNEUMATICS

Power Transmission
- ☐ A discussion of the markets for gears, speed reducers, bearings, couplings, clutches and other power transmission devices, #221D.

From: POWER TRANSMISSION DESIGN

Material Handling
- ☐ How Does Industry Buy Material Handling Equipment In Cleveland, #230F.
- ☐ Material Handling Reader Response Study, #163F.

From: MATERIAL HANDLING ENGINEERING

Office Products
- ☐ The Characteristics Of The Market For Office Equipment, #144M.

From: MODERN OFFICE PROCEDURES

Precision Castings
- ☐ Correlation Of Die Casting Sales To Inquiries, #174P.
- ☐ Precision Metal Molding Production Data Book for 1958, #143P.

From: PRECISION METAL MOLDING

Industrial Safety
- ☐ Market For Floor Cleaning Machines.
- ☐ Market For Safety Equipment.

From: OCCUPATIONAL HAZARDS

Welding
- ☐ A Study of 1093 Of The Nation's Leading Independent Welding Supply Distributors, #237W.
- ☐ Welding — Study Of Reader Buying Power, #189W.

From: INDUSTRY & WELDING

Marketing Department
THE INDUSTRIAL PUBLISHING CORPORATION
812 HURON ROAD · CLEVELAND 15, OHIO
A-16-59

PULL HERE

$

The Post was the only magazine in its field to post a food revenue gain in 1958—and the only one to gain in food linage. In 1958 Post food revenue set another new record—an increase of more than $860,000 over the '57 record!

+

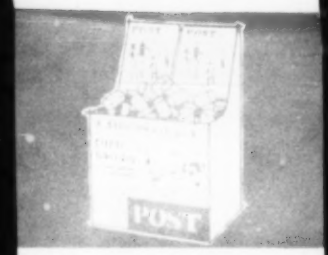
More food store advertisers are flocking into the POST! CORN PRODUCTS with full-color pages for Karo and Mazola Oil. New . . . KRAFT FOODS with 11 full-color pages. NORTHERN TISSUE new, with a page every other week. And IPANA is in with a major, exclusive schedule!

2 to 1

The Post outsells all other general weekly magazines in food stores by more than 2 to 1. (In drug stores, too, by the same margin.)

1,000

And how the gals shop through the Post! Fact is: An issue of the Post gets as many repeat exposures to every 1,000 women readers as the other two general weeklies COMBINED. (No wonder the Post leads them in Starch scores on Food Advertising.)



9,000 special Post combination magazine-product display bins are spotted at checkouts in leading chains and independents throughout the country!

$55,769,112

More than 97,000 food retailers take part in the biggest promotion of the year—the annual NARGUS-POST Spectacular. Last year, retailers credited the promotion with a ringing sales increase of $55,769,112 in a 10-day period. Individual brands were up as high as 766% above average. (Spectacular results: That's why food retailers tied in with over 2,000,000 lines of local newspaper advertising.)

For bigger checkout results . . . check into

The Saturday Evening
POST

A CURTIS MAGAZINE

9 8 7 6 5 4 3 2 $1
90 80 70 60 50 40 30 20 10
9 8 7 6 5 4 3 2 1¢
CHECK
OUT
these
grocery
facts

Write your own check!

Your ad page in the Post will be exposed to Post-Influentials more than 29,000,000 times.

Post-Influentials are not only a whopping food market in themselves, but recommend, talk about things they read in the Post to millions of their friends and neighbors.

29 million times each issue, someone turns to your ad page in the Post. That's Ad Page Exposure!

A CURTIS MAGAZINE

The Saturday Evening
POST

Sell the POST-INFLUENTIALS
–they tell the others!

Post circulation is zooming to a new
6,000,000
circulation base, effective with the October 10, 1959 issue!

NBBB Report Indicts Weight Reducer Ads

NEW YORK, April 14—Many Americans who try to cut their avoirdupois by buying advertising nostrums are losing weight in only one spot—their pocketbooks.

The National Better Business Bureau warned this week that overweight Americans—who number one in five—are being taken for about $100,000,000 annually when they purchase purious reducing remedies. NBBB's president, Kenneth B. Willson, declared:

"The promise of taking off excess weight in some way other than eating less has been parlayed into a multi-million dollar racket over the combined opposition of the BBB, the medical profession, the government and a host of agencies concerned with the public's health and pocketbook."

"Government agencies having control over the advertising and labeling of obesity remedies have been fighting an uphill battle against the quacks," Mr. Willson continued. "Many promotions have been curbed through the issuance of postal fraud orders, Federal Trade Commission orders to cease and desist on Food & Drug Administration seizures," as well as other voluntary and legal measures, he said.

■ "But these corrective actions have not halted the persistent promoters with their never-ending stream of new products, new customers and new bait for tempting those who have tried everything else—except eating less," he asserted.

Some of the pills, potions, plans and devices—dangerous or worthless—that have been bought by the hopeful, he said, include:

- Bath salts, bath cabinets and non-porous garments to sweat fat off.
- Soaps, pastes and creams to rub it off.
- Garments, girdles and belts to massage it off.
- Rubber suction cups to pound it off.
- Body massagers and vibrating devices to shake it off.
- Food products to appease the appetite.
- Purgatives and laxatives to rush food through the system.
- Bulk-producing agents to fill up the stomach and cause loss of appetite.
- Freak diets.
- Drugs to stimulate metabolism.
- Drugs to depress the appetite.
- Dehydration drugs to "flush" or "melt" fat off.

■ The most popular type of advertised obesity remedy today, the NBBB reports, is one containing phenylpropanolamine hydrochloride, a 20-year-old drug which is recognized as a useful *adjunct* to dieting when it is given in significant doses.

Advertisers, however, tout the drug as something "new" and, in order to sell it without a prescription, market it in dosages anywhere from one-third to 100% less than is considered adequate for appetite depressants. And the products generally are offered as "no-diet" drugs, NBBB says.

Of more recent vintage is the multi-million dollar boom in massage and vibrating devices, ranging from hand units to cushions, chairs, tables, etc., and selling for between $5 and several hundred dollars.

"Among the advertising claims made for some of these devices," says NBBB, "are that they remove surplus fat; spot reduce inches from any part of the body desired; reproportion the figure.

"But the FDA, which has had a drive against the misbranding of such devices, has stated, 'it is illegal to promote vibrator devices as weight reducers and cure-alls for disease'." #

Nestle Names Shepperd

Nestle Co., White Plains, N. Y., has appointed Clinton Shepperd administrative assistant to the president. Among other duties he will be in charge of public relations. He has held various executive positions with Nestle since joining in 1943.

WE CAN'T AFFORD TO MISS

Maintaining a reputation isn't easy, especially if it's one of uncompromising engraving excellence. If we claim it, we MUST be able to answer the exact needs of ALL our accounts...and we DO!

washington PHOTO ENGRAVING COMPANY

R.O.P. Color, too!

118 SOUTH CLINTON STREET • CHICAGO 6, ILLINOIS • FRANKLIN 2-6343

Question:

Why do 100 leading nationally advertised products use the Keystone Broadcasting System?

Answer:

Because Keystone's Hometown and Rural radio stations, locally programmed, provide the most efficient way to cover the valuable C & D markets.

We will be happy to send you the following:

☐ Keystone's complete station list, or

☐ Details on Keystone's farm market coverage

write or wire today!

Keystone BROADCASTING SYSTEM, INC

THE VOICE OF HOMETOWN AND RURAL AMERICA

Keystone Broadcasting System, Inc. Dept. AA-4

111 West Washington St., Chicago 2, Ill.

☐ Please send me copy of up-to-date Farm Market Analysis.

☐ Keystone's entire station list.

Name_____

Address_____

City_____ State_____ Zone_____

Employe Group Buys Joseph Katz Agency

NEW YORK, April 14—A group of employes headed by Harry Kullen and Charles W. Shugert have acquired the stock of Joseph Katz Co. of New York.

Concurrently, Harry W. Bennett Jr. has resigned as senior vp and chief administrative officer of the agency. Newton Odell, at McCann-Erickson for about 15 years as an account executive and account supervisor, is joining as director of marketing. In addition, he will have expanded duties which will be announced shortly.

Mr. Bennett joined Katz in December, 1957, from Bryan Houston Inc. where he had been for the previous seven years, lastly as exec vp. He has not made known his future plans.

■ Mr. Kullen has been with Katz for more than 30 years and has been president since the death of its founder, Joseph Katz, in Baltimore, last year. He is a vp of the Baltimore agency and one of three employes who bought that office from the Katz family in January (AA, Feb. 2).

Mr. Shugert has been named exec vp. He joined the agency from Benton & Bowles, where he was vp and account supervisor, in December, 1957, as director of marketing. He has also been an advertising executive with Shell Oil Co.

■ Paul Carpenter, previously with Grant Advertising, has been named secretary-treasurer. He joined the agency about three months ago.

Joseph Katz billings for 1958 were reported at $8,150,000 (AA, Feb. 23), virtually all of which is for the American Oil Co. account. After the death of Mr. Katz there was speculation over the future status of Amoco, but it is apparently secure for the present. #

Ford Retires from Buttenheim

Prentice C. Ford, head of American School Publishing Corp., a subsidiary of Buttenheim Publishing Corp., New York, will retire April 30 after a 40-year association with Buttenheim Publications. He will continue as a consultant to the company. Donald V. Buttenheim, president of the parent company, will also assume the presidency of the subsidiary. Craig F. Mitchell will continue as assistant publisher of *School Executive-Educational Business* and *American School & University*.

Vegetable Pies Launched

Seabrook Farms is adding a vegetable pie and a vegetable pie with cheese sauce to its line of frozen prepared foods. Both pies come in a carton ready for oven baking. The pies, at 8 oz., retail at about 19¢ and 21¢ respectively. Newspaper advertising breaks this month in the New York area. National distribution is planned. Smith/Greenland Co., New York, is the Seabrook agency.

FCC O.K.s $5,600,000 Buy of WCOS

WASHINGTON, April 14—The Federal Communications Commission has approved a long list of radio-tv station sales, including the $5,600,000 sale of WCOS, Charlotte radio and television outlets, to Miami Valley Broadcasting Corp.

The sale was by E. E. Jones & Associates to Miami, which already owns WHIO, Dayton, radio and television. Miami is principally owned by the Cox family.

Radio sales approved include WGAY, Silver Spring, Md., by the John Kluge interests to Connie B. Gay, country folk singer, for $456,000. Other larger sales included KCUB, Tucson, for $200,000; KHON, Honolulu, for $125,000; KTIP, Portersville, Cal., for $102,500. The list also included half a dozen smaller transactions. #

McKibbon Leaves Cresmer

E. D. (Bob) McKibbon has resigned from the San Francisco office of Cresmer & Woodward, newspaper representative. He will announce his future plans later.

BARRE Times...

Outstanding Coverage of Vermont's Leading Household Sales Market

The Barre Times—Vermont's largest-circulation evening newspaper (8,503 copies)*—offers 96.4% coverage of Vermont's highest-spending household market . . . per household sales of $6,888, more than $400 greater than the next major state market.

	Retail Sales** per Household
Barre	$6,888
U. S.	3,944
Vermont	4,226
Washington (Home Co.)	4,252
Market A (Vermont)	6,460

A healthy economy, centered about the world's largest granite industry, dairying and extensive maple syrup/sugar production, assures sales stability.

*ABC, 3-31-58
**SRDS Consumer Markets Data, Nov., 1958

Barre Times daily coverage of Washington County households—55.1%*—greater than all six market competitors combined.

*Circulation Analysis of ABC Newspaper, May 1958

BARRE TIMES
Vermont's Largest Evening Daily
Represented Nationally by
JULIUS MATHEWS SPECIAL AGENCY

Architectural Record:

5 ways your best buy!

READERSHIP

CIRCULATION

COVERAGE

ADVERTISING

EDITORIAL

Four A's Council Elects Carey

Reginald G. Carey, vp and manager of the Chicago office of Campbell-Ewald Co., has been elected chairman of the Chicago council of the American Assn. of Advertising Agencies. Other officers elected are Alex T. Franz, president of Alex T. Franz Inc., co-chairman, and Robert H. Brinkerhoff, vp in charge of the Chicago office of Young & Rubicam, secretary-treasurer.

Peters, Griffin Names Jarrett

Peters, Griffin, Woodward, radio-tv station representative, has named E. Allen Jarrett, formerly local sales manager of WHEN-TV, Syracuse, to its New York tv staff. KPLR-TV, new St. Louis station scheduled to go on the air in mid-April, has named Peters, Griffin, Woodward its representative.

Ted Bates Names Three

Ted Bates & Co., New York, has named Zoltan Kiss, formerly with Benton & Bowles, type director and James E. Clark, also formerly with B&B, an art director. Fred L. Lemont, a Bates account executive, has been elected a vp of the agency.

Post Office Waits Congressional O.K. to Suspend Size Rule

WASHINGTON, April 14—Postal officials are awaiting word from Congress before going ahead on a proposal to suspend stringent size limitations which are to apply to small envelopes July 1.

In a report forwarded to the Senate post office committee three weeks ago, the department said it would like to revoke a regulation it has announced banning envelopes of less than 2¾x4" after July 1. It said the rule will simply cause confusion, because newer, and even stricter rules will be necessary in the near future when more mail handling machines are installed in big post offices (AA, March 30).

■ Officials said the department still hopes to repeal the July 1 rule, but they will not reach a decision until they are sure members of the Senate post office committee will not object.

At the moment the ban on envelopes smaller than 2¾x4" is still due to be effective July 1.

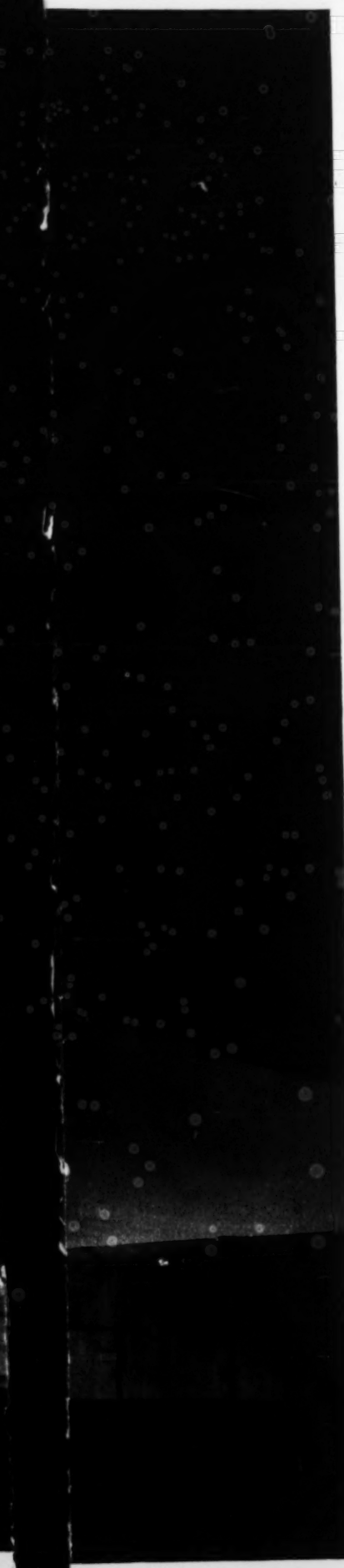
Officials also assure mailers there will be ample opportunity to discuss the more comprehensive limits on letter sizes which are due to go into effect about two years from now. #

Agency Network Directory Published by W. H. Long

"International Directory: Members of Advertising Agency Networks" has been published by W. H. Long, advertising consultant, Whitefish Bay, Wis. The mimeographed booklet lists agencies, by state and city, which belong to the various networks, and also gives information on the networks. Single copy price is $5.

Veitch Joins Ad Counselors

James Veitch Jr., formerly copy supervisor with Erwin Wasey, Ruthrauff & Ryan, New York, on U.S. Air Force recruiting, KLM and Dutch Masters, has joined Advertising Counselors of Arizona, Phoenix, as creative supervisor.



READERSHIP

Architects and engineers have voted Architectural Record "preferred" in 115 out of 127 studies SPONSORED BY BUILDING PRODUCT MANUFACTURERS AND ADVERTISING AGENCIES.

CIRCULATION

- More architects (18,103)—and more engineers—(9,857) pay to read Architectural Record than any other technical magazine
- Architectural Record's renewal percentage is highest, too
- And you can reach Architectural Record's architect and engineer subscribers at the lowest cost per page per 1,000

COVERAGE

Architectural Record's architect and engineer subscribers are *verifiably* responsible for planning over 94% of the total dollar value of all architect-planned nonresidential building—and 77% of the residential building.

ADVERTISING

For the thirteenth straight year more building product advertisers are placing more advertising pages in Architectural Record than in any other magazine. (66% more in the first quarter of 1959.)

EDITORIAL

Architectural Record is the one leading architectural magazine...

- edited *specifically* for architects—and engineers in building
- timed and balanced editorially with the aid of *Dodge Reports* to be of top value to architects and engineers *in terms of the work on their boards*
- steadily evaluated in terms of reader interest and action by Eastman Research Organization and Continuing Readership Research

Architectural Record publishes most editorial pages, too. And 40 editorial awards, including 5 out of 6 awards to architectural magazines by The American Institute of Architects, attest to their high quality.

Ask your Architectural Record representative for full information or write the "workbook of the *active* architect and engineer"...

an F. W. DODGE CORPORATION publication

Architectural Record

119 West 40th Street
New York 18, New York
OXford 5-3000

Published since 1891 by F. W. Dodge Corporation whose services also include: Dodge Reports • Dodge Construction Statistics • Sweet's Catalog Service The Nation's Schools • The Modern Hospital College and University Business • Hospital Purchasing File • Dodge Books

Yale Hockey Rink
Architect: Eero Saarinen
Photographer: Joseph Molitor

IN CANADA... READERS GET MORE!

Every week, on the average, subscribers and newsstand buyers spend one hour and twenty minutes reading their copies of The Financial Post.

On the average, remember. A sizable group, over 70%, spend up to two hours with The Post. An impressive 14% devote more than three hours a week to absorbing Post news on business, investments and public affairs. (Source: Gruneau Research Limited.)

This unusual length of time devoted to The Financial Post is outstanding among readers of business publications.

Give your advertising selective and affective readership with:

The Financial Post

Canada's foremost business newspaper

481 University Avenue, Toronto 2
1242 Peel Street, Montreal 2

West Coast representatives in the United States: Duncan A. Scott & Co., San Francisco and Los Angeles.

A MACLEAN-HUNTER PUBLICATION

what are you looking for in lithography?

COLOR REGISTRY
SHARPNESS • ACCURACY
FOLLOW THROUGH SERVICE
EXPERT COUNSEL • EXPERIENCE

you can be sure of these at

CADILLAC
PRINTING & LITHOGRAPHING CORP.
812 West Van Buren Street • Chicago Illinois
PHONE TAylor 9-3380

Moran Stein Brennen

AT NATD—*Herbert M. Stein, general sales manager, Ronson Corp., plays cicerone to the grand prize winners of the company's national college advertising contest at the 27th annual convention, National Assn. of Tobacco Distributors. Winners Marcia Newell Moran, of the University of Kansas, and William Brennen, Pratt Institute, won the tour for their ad entries for the company's Varaflame table lighters.*

Douglas Fir Group Aims New Ad Push at Home Builders

TACOMA, April 15—Manufacturers of fir plywood, with production running at an alltime high, have budgeted a record $4,000,000 for the 1959 sales promotion, research and development program undertaken by the Douglas Fir Plywood Assn.

Roughly 70% of these funds will go into sales promotion, including advertising, field promotion, dealer merchandising and trade shows, according to W. E. Difford, managing director of the association. About 20% will go to research and development, including quality control and testing, and the remaining 10% has been allocated to statistical reporting, traffic and administration. The association, with headquarters here, represents plywood manufacturers of the Far West.

■ Media advertising will place heavy emphasis on residential construction and the predicted upswing in house building in 1959 and 1960. The four-color, full-page series inaugurated in magazines last year to reach the builders' customers will continue.

At the same time a new series has been developed that steps up promotion directly to builders and dealers. Explaining this part of the campaign, John D. Ritchie, advertising director, told ADVERTISING AGE: "We are going direct to the builder; he is the man who buys in volume."

Point of sale material is keyed to lumber dealers, many of whom arrange financing of houses for their customers, do the actual building or line up a contractor, and, in some cases, manufacture pre-cut parts for builders.

Consumer promotion, with full-color pages or back covers, uses these publications this year: *American Home, Better Homes & Gardens, House Beautiful, House & Garden, Living For Young Homemakers* and *Sunset Magazine*. With characteristic stress on quality, the association headlines the first of these ads, "Today's fine homes are built with fir plywood."

■ Promotion to builders uses a nine-page two-color insert headlined, "20 ways to build more house for the money with fir plywood." These appear in *American Builder, House & Home* and *Practical Builder* on a three times a year schedule starting in March and running on a staggered basis through the rest of the year. Copy stresses better quality and lower cost with fir plywood.

For promotion of plywood in simple vacation cabins—under headlines such as "Vacation Cabin Ideas" and "Holiday Hideaway"—the association has scheduled advertising with *Family Handyman, Home Craftsman, Mechanix Illustrated, Popular Mechanics, Popular Science, Science & Mechanics*, and *Sports Afield*.

Similar special copy is used on do-it-yourself boat plans in *Mechanix Illustrated, Popular Mechanics, Science & Mechanics, Sports Afield Boating Magazine* and *True's Boating Magazine*.

Condon Co., Tacoma, is the agency. #

R. C. Fales to Lawn-Boy

Robert C. Fales has been appointed assistant advertising manager of Lawn-Boy, Lamar, Mo., the power mower division of Outboard Marine Corp. He was formerly in the advertising department of Western Auto Supply Co.

'Free Press' Adds Unit

The *Detroit Free Press* has opened a new advertising division to handle appliance business, headed by Ray Spencer, formerly a national advertising representative for the newspaper and a member of the staff since 1934.

WHAT'S AN ITM* ?

Experts agree an *Ideal Test Market should be:

1. **A MARKET** geographically isolated and devoid of influence from outside media and overlapping distribution.
2. **A MARKET** reflecting a cross-section of the nation's consumer buying preferences.
3. **A MARKET** effectively and economically served from one central sales and distribution point.
4. **A MARKET** with proved and growing buying power; where progressive merchants and receptive customers welcome new products.
5. **A MARKET** where one medium dominates with maximum coverage.

Experts also agree that PHOENIX most nearly represents the Ideal Test Market with its half-million people and billion dollar buying power. The Phoenix Gazette and The Arizona Republic provide 97.2% coverage of this market.

We invite your inquiry about the penetrating coverage . . . plus the complete merchandising services we provide in this market. A word from you means a world of selling help from us.

THE ARIZONA REPUBLIC
THE PHOENIX Gazette

Morning-Evening Combination

For complete information including details about merchandising assistance, write, wire or phone CHAS. E. TREAT, National Advertising Manager, Box 1950, Phoenix, Arizona. ALpine 8-8811.
Represented nationally by KELLY-SMITH CO.

IN ILLINOIS' RICH LAND OF LINCOLN

WICS DELIVERS
Unduplicated NBC coverage to 200,000 TV homes at lowest cost per 1000-rating leadership

4:00 WEEKDAYS
3 STOOGES
LOW WICS "C" RATES

WICS
• NBC TELEVISION
• SPRINGFIELD-DECATUR-CENTRAL ILLINOIS
• AVAILABILITIES: YOUNG TELEVISION

More proof that today
more than ever "New York
is The New York Times"

Biggest first quarter in New York Times history

* *Gains shown are over the corresponding 6-month period last year.*
** *Gain shown is over the corresponding 3-month period last year.*

CIRCULATION UP 40,868 WEEKDAYS

Average net paid Monday-Friday sale for 6 months ended March 31
673,974*

CIRCULATION UP 55,902 SUNDAYS

Average net paid sale for 6 months ended March 31
1,347,036*

ADVERTISING UP 1,922,847 LINES

Total advertising published in The New York Times for the first three months of this year
14,554,194 LINES**

The trend of readers and advertisers to The New York Times is stronger than ever. That's why The Times is setting new records both in circulation and in advertising. The reason is simple. The New York Times is a brighter, more interesting, more informing newspaper. New Yorkers live by it. It serves them with the most news. It sells them with the most advertising.

For 40 years first in advertising in the world's first market

The New York Times.

Gag or Not, Post Office Seizes 2,000 'Naked Maja' Cards

WASHINGTON, April 14—If the Post Office Department felt it was being played for a sucker in a promotion stunt for the United Artists film, "The Naked Maja," it apparently is willing to go along on the gag.

In federal court here three weeks ago the department claimed United Artists was staging a publicity stunt when it sought an injunction to prevent the department from refusing delivery to newspapers and magazines containing ads for the film (AA, April 6).

■ But last week the department seized 2,000 postcards mailed by United Artists, and it ordered a hearing to determine whether the cards, reproducing the famous nude painting by Francisco Goya, violate obscenity laws.

The cards, like the proposed ads, consist only of the painting, which has previously appeared in full color in the editorial pages of *Life*, and which has also been reproduced on a series of postage stamps issued by Spain in 1927.

The film deals with the life of the painter.

■ Some skeptics with long memories are wondering if the whole controversy may not have been instigated by United Artists' publicity artists who perhaps actively petitioned for a postal ruling to call attention to the movie.

Up until now "The Naked Maja" has graced the mails without controversy along with other nude masterpieces—not only in editorial features in *Life* and *Look* for example, but also in advertising, these cynics point out.

In October, 1957, for example, "The Naked Maja" was reproduced along with the clothed version in two ads in the *New York Times* without raising any eyebrows. The ads were promoting a novel about Goya, "Now is the Hour," by Feuchtwanger and published by Heritage Press. Furthermore, both paintings have been included in direct mail pieces by the publisher without running into postal difficulties.

■ The *Times* has changed its mind, however, since it ran those book ads in 1957. This spring it not only refused to run the nude version of the Goya painting in a Universal Artists ad, but it made the same decision in an Alitalia Airlines ad.

The Alitalia ad which ran in the April 6 issue of the *Times* originally pictured "The Naked Maja" as one of European "art treasures"—along with the "Mona Lisa," "The Last Supper," a Rembrandt self portrait, and a detail from the Sistine chapel's "Creation of Adam" showing a naked Adam.

The *Times* asked that the clothed version of the Goya painting be substituted, although the newspaper raised no objections to the nude Adam. "A male nude does not have the same erotic implication as a female nude," the *Times* told Dowd, Redfield & Johnstone, agency for Alitalia.

■ In explaining its action, the *Times* told ADVERTISING AGE that it rejected the illustration of the nude duchess in the United Artists ad because "we are constantly attempting to discourage use of nudity in theater ads in the *New York Times*."

The newspaper had declined the ad for the movie only a few weeks before the Alitalia ad was offered. "In fairness" to United Artists, the *Times* decided it must make the same decision in Alitalia's case.

The postal ruling prohibiting United Artists from mailing "The Naked Maja" postcards, also raises speculation about the future of art postcards due to stream into the U.S. this summer as American tourists start making the rounds of European museums.

Does the new ruling mean an embargo on all art postcards showing nude masterpieces in which the museums abound? Also what about the many art books and magazine articles which frequently picture nude paintings? Are they suddenly no longer mailable? #

Hotels Set Ad Campaign

Swig-Fairmont Hotel Management, San Francisco, has started a campaign for two of its properties—Mission Inn Garden Hotel, Riverside, and Arrowhead Springs Hotel & Spa. Single column ads are slated for the Southern California edition of *Sunset Magazine*, and radio spots will be used in Los Angeles. A direct mailing to 1,600 persons will be aimed at attracting sales meetings and convention trade. Outdoor signs also will be used, with most advertising promoting week-end attractions. Honig-Cooper, Harrington & Miner, San Francisco, is the agency.

WAITING BRIDE—*The consumer products division of John Inglis Co. will introduce its new line of automatic laundry equipment to the Canadian public with this four-color spread in La Patrie and Maclean's Magazine. Spitzer & Mills, Toronto, is the agency.*

Firestone Price Deal Illegal, FTC Examiner Says

WASHINGTON, April 14—A Federal Trade Commission hearing examiner ruled last week that Firestone Tire & Rubber Co. gave illegal price concessions to about 50 of its 14,000 dealers. Examiner Joseph Callaway said the favored 50 were arbitrarily classified as "warehouse dealers." His decision is subject to appeal. #

Tucker Wayne Fetes 20th Year

Tucker Wayne & Co., Atlanta, celebrated its 20th anniversary March 31 with a lawn party for some 400 guests. Tucker Wayne, president, said his organization has grown in 20 years from eight persons to a staff of more than 60, handling $5,000,000 of advertising a year.

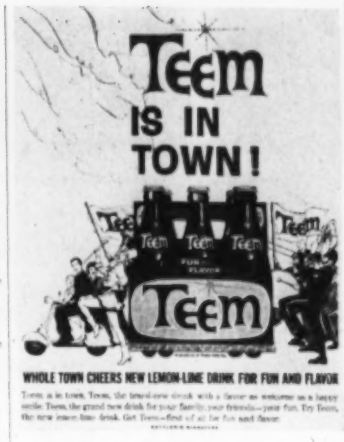
Selling a specialized product in a limited area is both easier and less costly with State and Local Farm Papers. You can hand-pick your audience and make your ads more specific.

Earnings of Advertisers

1958 Fiscal Year

Company	Sales 1958	Sales 1957	Earnings 1958	Earnings 1957	Earnings per Share 1958	Earnings per Share 1957
Acme Steel Co.	$128,817,392	$147,748,561	$ 5,307,200	$ 6,016,524	$1.89	$2.40
Bigelow-Sanford Carpet Co.	63,246,568	74,113,406	—1,746,371	361,244	—1.91	.21
Corn Products Co.[a]	470,923,681	449,259,683	32,541,739	29,001,591	2.54	2.89
Crane Co.	336,196,279	378,948,173	5,475,593[b]	8,678,272	2.12[b]	3.46
Dr. Pepper Co.	——[c]	——[c]	477,069	470,207[d]	.71	.70
Electronics Corp. of America	6,639,121	8,037,553	208,001	182,653	.25	——[c]
Frito Co.	51,257,000	45,632,000	1,532,000	1,525,000	2.00	2.03
Hercules Powder Co.	236,512,725	245,264,919	17,508,947	18,116,433	2.04	2.09
Hoffman Electronics	39,544,064	40,968,617	1,712,509	1,655,372	2.31	2.25
F. C. Huyck & Sons	20,134,889	20,761,118	890,066	301,075	3.61	——[c]
International Paper Co.	915,142,983	956,767,407	72,000,906	79,435,107	5.46	6.04
National Can Corp.	100,698,161	88,411,165	853,754	1,385,076	.65	1.13
National Pool Equipment Co.	3,001,778	2,350,539	255,448	—165,430	.62	—.40
Plough Inc.	31,517,125	29,473,214	2,304,562	2,024,679	1.88	1.66
Pullman Inc.	357,236,108	426,382,586	7,806,882	14,801,657	3.52	6.67
Reynolds Metals Co.	445,548,862	446,578,767	38,184,529	37,809,712	3.25	3.28
Sterling Drug Co.	197,789,946	184,079,864	19,148,880	17,837,005	2.42	2.25
Studebaker-Packard	180,657,592	213,203,741	—13,390,937	—11,135,108	——	——[c]

Both 1958 and 1957 figures include, for comparative purposes, both Best Foods Inc. and Corn Products Co. The two merged Sept. 30, 1958. [b] Does not reflect extraordinary loss of $3,308,247, equal to $1.40 per share. [c] Not reported. [d] Includes $29,500 (about 4¢ a share) from sale of bottling plant.



TEEM THEME—*This is one of the newspaper ads Pepsi-Cola is using to launch its new lemon-lime drink, Teem (AA, March 30). Kenyon & Eckhardt is the agency.*

Keep Comparative Prices Honest: NBBB

NEW YORK, April 14—"National Better Business Bureau has no objection to comparative pricing so long as the prices advertised are honest prices," Allan Backman, exec vp of NBBB, told ADVERTISING AGE. He said he was unfamiliar with the current situation in Washington (AA, April 13).

However, he pointed out that the national bureau last December issued an eight-page bulletin on recommended "do's" and "don'ts" for retailers on comparative pricing claims. It more or less parallels the Federal Trade Commission's ruling on comparative pricing. It also suggests manufacturers' responsibilities, and condemns so-called fictitious prices issued by some manufacturers.

"Comparative price claims can be entirely legitimate," Mr. Backman said. "It all depends on how they are used. Each case has to be studied and decided individually."

■ Arthur Startz, vp of the better business bureau of New York City, said that the so-called New York rule that Washington appliance dealers are reported to have cited, probably refers to the New York bureau's standards on retail advertising of list prices.

"Briefly," he said, "this stipulates three requirements. The advertised price must in fact be the manufacturer's list price; it must be a price that exists in the trade area, and it must not be based on an artificial or fictitious mark-up.

"However," Mr. Startz said, "we are not involved, and do not want to become involved, in any pricing situation in Washington. I am merely trying to answer your question about what is sometimes referred to as 'the New York rule' on list price advertising at the retail level." #

CBS Television Lines Up More Fall Sponsors

E. I. du Pont de Nemours & Co.'s textile fibers division, Wilmington, will sponsor a new series over CBS-TV on Mondays 10:30 p.m., EST, starting in the fall. June Allyson will act as hostess and star in several of the weekly half-hour dramatic productions. Dick Powell, as head of Four Star Productions, will produce the series. Placed through Batten, Barton, Durstine & Osborn, the new show is an addition to Du Pont's current tv schedule.

P. Lorillard Co. and General Foods Co. have signed as co-sponsors of another new show, an adventure series starring Jackie Cooper, which is slated for the half-hour immediately preceding the Du Pont show on CBS-TV. Called "Hennessey," the program will be centered around a navy physician and will be produced by Mr. Cooper's company. The agency placing the Lorillard buy was Lennen & Newell; General Foods advertising was bought by Young & Rubicam.

Match your markets and outlets with STATE and LOCAL FARM PAPERS

Precise selection of prospects can up ad-budget selling power . . .

Choosing media which offer you precise selection of prospects can give each of your advertising dollars more sales punch. And that is exactly what you can do when you match your markets and outlets with State and Local Farm Papers. Here's why:

You can eliminate waste circulation, common to regional and national media, when you can select your advertising audience on a state-by-state or area-by-area basis. If you sell animal feed, for instance, you can tailor ads for each product and area, and hit where there's a good market and where you have adequate distribution. Farming practices don't follow regional divisions. Only State and Local Farm Papers can closely match both your markets and your outlets.

Check these opportunities: You can hand-pick your readers, both geographically and according to product need. You can aim specific ads at specific prospects. You can list dealers or outlets, if you like. And you can use local names, and give local examples. This means you can build stronger, more specific advertisements.

All this adds up to precise selection of prospects when you match your markets and outlets with State and Local Farm Papers.

For further information, write State and Local Farm Papers, Rm. 1600, 28 E. Jackson Blvd., Chicago

FIRST WITH FARM FAMILIES — BLANKETS FARMLAND U.S.A.

STATE and LOCAL FARM PAPERS

The (F)armer · Rancher and Farmer · Idaho Farmer · Prairie Farmer · Indiana Farmer · Missouri Ruralist · California Farmer · The Southern Planter · Nebraska Farmer · Pennsylvania Farmer · Wallaces Farmer · Georgia Farmer · Kentucky Farmer · Mississippi Farmer · Oregon Farmer · Washington Farmer · American Agriculturist · Kansas Farmer · Wisconsin Agriculturist · Michigan Farmer · Arizona Farmer-Ranchman · Arkansas Farmer · Farmer-Stockman · The Ohio Farmer · The Farmer-Stockman · Florida Grower and Rancher · The Utah Farmer · Tennessee Farmer · New England Homestead · The Dakota Farmer

executives

can you use

$1500 - $2500 or $5000?

Arranged by phone

Your own signature is all that is required. No collateral . . . no endorsements . . . no red tape. Our simplified form has fewer questions . . . privacy is assured at all times. Payments may be spread over 2 years. On some loans, you may take up to 3 years to pay.

BORROW THIS MONTH— NO PAYMENTS TILL JULY

Call Mr. C. C. Lyons, Vice Pres
MUrray Hill 2-5000

COMPLETE BANKING SERVICES for BUSINESS and the INDIVIDUAL

INDUSTRIAL BANK OF COMMERCE
Main Office: 56 East 42nd Street
Other offices throughout the city
Member Federal Deposit Insurance Corporation
Available to residents of N. Y. Metropolitan area including Conn. and N. J.

Hey, Mr. Milkman, You're Adman Now

DETROIT, April 15—A new medium, one heretofore utilized only by the dairy industry, is being made available to advertisers by the Milk Carton Advertising Corp. of America.

The new organization offers to place ad messages on opposite sides of milk cartons, using space generally not imprinted by the milk company itself.

J. Jean Vincent, president of the company and formerly partner in Beltaire-Vincent & Hull, Detroit, said his service should be especially attractive to food manufacturers.

Advantages of milk carton advertising, according to the company's prospectus, include daily multiple exposure and close association with a basic, health-giving product.

■ A network of large dairies across the country has been signed to participate in the new service, and tie-ups have been made with carton manufacturers.

Primary space unit is the ½ gal. carton, although smaller sizes are available. Both frequency and quantity discounts are provided, and the service is commissionable to agencies. Minimum purchases are for three months, in unit quantities of 100,000 cartons.

Milk Carton Advertising is at 40 W. Bethune, Detroit. #

Honeywell Sets 3 Drives Promoting Air Conditioning

MINNEAPOLIS, April 15—Minneapolis-Honeywell Regulator Co. will spend more than $375,000 on three separate promotions it is currently launching. All three are efforts to expand the over-all home heating and air conditioning market as a means of expanding Honeywell's regulator volume.

A major advertising drive will begin next month supporting Operation Two, an effort to sell consumers on the idea of two furnaces in the home to provide two heat zones for varying tastes and activities.

■ The opener is a two-color spread in the May *House & Home* and *Better Homes & Gardens*. *House Beautiful* will carry similar ads later.

The campaign is hitched to what Minneapolis-Honeywell calls a trend to "two" in modern living—two phones, two baths, two cars, two fireplaces. But the added comfort value, the company says, costs relatively little more because of simplified duct work and labor and fuel costs are not significantly increased.

A HOUSE DIVIDED—*A two-color spread in the May Better Homes & Gardens and House Beautiful will launch Minneapolis-Honeywell's Operation Two. Foote, Cone & Belding, Chicago, is the agency.*

Direct mail supporting the campaign will be sent to 25,000 heating contractors and 6,500 wholesalers of heating and air-conditioning systems.

■ A second promotion, Operation Heat Wave, is a local advertising and sales promotion effort during hot spells in support of air conditioning.

Two-color half-page ads will appear in 43 newspapers in 30 major markets, the ads to be placed in each city on the first day the temperature reaches 84.

Dealers participating in this effort will, through Honeywell's ads, invite home owners to have a free (normally $15) estimate of air-conditioning costs. Free thermometers will go to home owners who get estimates; those who order will get filter flags that tell when the furnace air filter is dirty.

■ The third promotion, indefinite in length, is an effort to sell housewives on the idea of year-'round air conditioning. Focal point of this push is an 18-minute color film, "Mother Knows Best."

The film was developed in cooperation with the Edison Electric Institute's home service committee, the American Gas Assn.'s air conditioning promotion committee and the Oil Heat Institute's distributive division. The program is being made available to all three of these groups for showings to women's clubs and other groups.

Several scenes in the movie have been shot with different fuel mentions for the three fuel groups. Honeywell also has its own special version, mentioning Honeywell's regulators.

■ Corollary to the film is an eight-page four-color booklet, "Milady's Climate," to be made available in quantity to air conditioning manufacturers, wholesalers, dealers and others in the industry, for distribution to housewives.

Foote, Cone & Belding, Chicago, created all materials for these campaigns except the film, which is by Calvin Productions, Kansas City. #

Coming Conventions

*Indicates first listing in this column.

April 26-29. National Assn. of Transportation Advertising, annual convention, The Greenbrier, White Sulphur Springs, W. Va.

April 29-30. International Advertising Assn., annual convention, Hotel Roosevelt, New York.

April 30-May 3. Advertising Federation of America, Fourth District, Tides Hotel and Bath Club, St. Petersburg, Fla.

April 30-May 3. American Women in Radio & Television, 8th annual convention, Waldorf-Astoria, New York.

May 3-5. Magazine Publishers Assn., annual spring meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

May 4-6. Assn. of Canadian Advertisers, 44th annual conference, Royal York Hotel, Toronto.

May 4-9. Advertising Research Foundation, "Operations Research" seminar, Cleveland.

May 6-8. American Public Relations Assn., International Conference, Diplomat Hotel and Country Club, Hollywood Beach, Fla.

May 6-8. Public Utilities Advertising Assn., annual convention, Sheraton Hotel, Dallas.

May 10-12. Life Insurance Advertisers Assn., southern round table, Dinkler Plaza Hotel, Atlanta.

May 14. University of Michigan advertising conference, sponsored by the university's departments of art, journalism and school of business administration, Ann Arbor.

May 17-20. National Newspaper Promotion Assn., national convention, Hotel Deauville, Miami Beach.

May 20-22. Assn. of National Advertisers, spring meeting, Edgewater Beach Hotel, Chicago.

May 21-22. American Marketing Assn., Montreal chapter conference on "Montreal, Canada's Keystone Market," Queen Elizabeth Hotel, Montreal.

May 24-26. Life Insurance Advertisers Assn., western round table, Ambassador Hotel, Los Angeles.

May 24-27. Associated Business Publications, 53rd annual meeting and management conference, Skytop Lodge, Skytop, Pa.

May 24-27. Super Market Institute, 22nd annual convention, Convention Hall, Atlantic City, N. J.

June 7-10. Advertising Federation of America, 55th annual convention, Hotel Leamington, Minneapolis.

June 8-11. Outdoor Advertising Assn. of America, national convention, Sherman Hotel, Chicago.

June 10-12. Continental Advertising Agency Network, annual convention, Benjamin Franklin Hotel, Seattle.

June 12-16. National Federation of Advertising Agencies, annual convention, Chatham Bars Inn, Chatham, Mass.

June 14-17. National Industrial Advertisers Assn., national convention, Fairmont and Mark Hopkins Hotels, San Francisco.

June 17-19. American Marketing Assn. national conference, Hotel Statler, Cleveland.

June 21-24. Newspaper Advertising Executives Assn., summer meeting, The Homestead, Hot Springs, Va.

June 22-26. First Advertising Agency Group, 31st annual conference, Belmont Hotel, Cape Cod, Mass.

June 28-July 2. Advertising Assn. of the West, 56th annual convention, Tahoe Tavern, Tahoe City, Cal.

June 28-July 4. National Advertising Agency Network, annual management conference, Del Monte Lodge, Pebble Beach, Cal.

Aug. 12-13. 4th annual circulation seminar for business publications, Pick-Congress Hotel, Chicago.

Sept. 10. Advertising Research Foundation, first of 13 consecutive Thursday seminars, Chicago.

Sept. 13-16. Direct Mail Advertising Assn., 42nd annual convention, Queen Elizabeth Hotel, Montreal, Can.

*Sept. 16-19. Mail Advertising Service Assn. International, annual convention, Queen Elizabeth Hotel, Montreal, Quebec.

Sept. 23-24. National Business Publications, New York Regional Conference, Hotel Roosevelt, New York.

Sept. 25. Advertising Research Foundation, 5th annual conference, Waldorf-Astoria, New York.

Sept. 29. Newspaper ROP Color Conference, one-day workshop, Hotel Biltmore, New York.

Sept. 29-Oct. 3. Affiliated Advertising Agencies Network, annual international meeting, Somerset Hotel, Boston.

Oct. 19-20. Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn.

Oct. 22-23. Audit Bureau of Circulations, annual meeting, Drake Hotel, Chicago.

Oct. 25-28. National Newspaper Promotion Assn., central regional meeting, Schroeder Hotel, Milwaukee.

Oct. 26-28. Life Insurance Advertisers Assn., annual meeting, Drake Hotel, Chicago.

Nov. 2-4. Broadcasters' Promotion Assn., 4th annual convention, Warwick Hotel, Philadelphia.

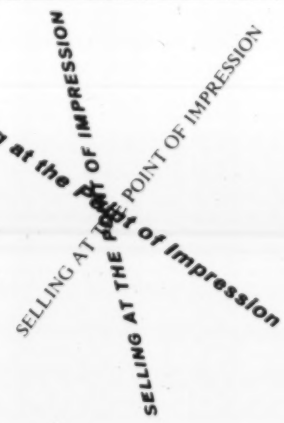
Nov. 23-24. National Business Publications, Regional Conference, Drake Hotel, Chicago.

Now more than ever our phrase

Selling at the Point of Impression

carries new emphasis.

Powderless Etching of *copper* originals with our exclusive equipment and advanced method adds fresh brilliance and sharpness to color process and monochrome reproductions. And we do mean in the *publication* printing where it counts.



HUTCHINGS & MELVILLE, INC. *Photoengravers*
4043 North Ravenswood Avenue, Chicago 13, Illinois

Equipped with COLOR SPLITTER, KLIMSCH CAMERA, 4 COLOR 604 PRESSES

Checked YOUR Alabama data lately?

MONTGOMERY LEADS ALL ALABAMA CITIES IN S-M's "30 BEST MARKETS" IN 1958-59

Consistently leading the rest of Alabama in Sales Management's "High Spot Cities" projections, Montgomery also has the highest "Retail sales per family" in the state. This makes the Montgomery Advertiser-Alabama Journal now, more than ever, Alabama's MUST newspaper buy. The Advertiser-Journal AND NO OTHER NEWSPAPER OR COMBINATION OF NEWSPAPERS gives intense coverage of Central and South Alabama, where 25% of Alabama's retail sales are made.

Circulation: 85,198 Daily 79,017 Sunday

TO HELP BUILD SALES IN CENTRAL AND SOUTH ALABAMA USE OUR

ROP

SPOT AND FULL COLOR

AVAILABLE SEVEN DAYS A WEEK

You can raise your Alabama sales quotas when you cover the Capital Part with the Capitol Papers.

THE ONLY EFFECTIVE COVERAGE OF THE CENTRAL AND SOUTHEAST ALABAMA MARKET

The Montgomery Advertiser - ALABAMA JOURNAL

MORNING—EVENING—SUNDAY

National Representatives KELLY-SMITH CO. Ten Regional Offices

Environment

. . . has had much to do with the many years of Chicago Daily News leadership in food advertising . . . the environment of the home for newspaper reading. The Daily News long has been known as Chicago's Home Newspaper . . . for that is where it's read . . . far more than is any other Chicago daily . . . again substantiated by the Sindlinger & Co. newspaper readership study, which found:

DAILY PAPER	READ AT HOME
DAILY NEWS	92.5%
PAPER B	76.0%
PAPER C	70.8%
PAPER D	67.2%

USE THE POWER OF THE "NEWS" IN CHICAGO

Bayless-Kerr Gives Ad Scholarship to Fenn College

Fenn College, Cleveland, has announced the establishment of a new scholarship when its school of business administration became the recipient of the Horace D. Kerr advertising scholarship. Bayless-Kerr Co., Cleveland, authorized the award—$100 per year for five years—in honor of Mr. Kerr, former president.

Along the Media Path

Twenty popular music artists from some of the nation's top orchestras and singing groups have finished production on a disc of recorded jingles for an intensive nationwide campaign to promote radio. Beginning in May, which is National Radio Month, the jingles will be heard on more than 1,900 radio stations which are members of the **National Assn. of Broadcasters.** The jingles were created for NAB by Faillace Productions Inc., New York, around the theme, "Radio . . . Always in Tune with You."

• **Radio Station WONE,** Dayton, celebrated its 10th anniversary on March 20.

• The American Management Assn.'s National Packaging Exposition, April 13-16, had its own daily publication, the *Haywood Daily Show News.* **Haywood Publishing Co.** turned loose the entire editorial staffs of its three packaging publications—*Packaging Parade, Industrial Packaging* and *Boxboard Containers*—to comb the exposition hall and hotels where exhibitors and show-goers congregate for the news.

• **Southwest Advertising & Marketing** will conduct registration of all NIAA members at the International Petroleum Exposition in Tulsa May 14-23. A telephone will be available (Webster 2-2530) and listed with the telephone company information as National Industrial Advertisers Assn.

• **The Greater Philadelphia Magazine** will observe half a century of continuous publication this fall.

• Ways in which men's apparel fashions are changing to keep pace with today's changing world are highlighted in a 12-page supplement published Monday, April 20, by the **Chicago Tribune.**

• **Department of New Laurels:**
The Kiwanis Magazine showed a linage increase of 33.2% for 1958 over 1957. For the first four months of 1959, the magazine had a linage of 58.9% over the comparable period of 1958.

Esquire had a 7% gain in advertising pages for the first five months of 1959 as compared with the same period last year. Its circulation hit a peak of 850,000 for the first quarter of 1959.

Gross billings of **ABC Films Inc.** have increased 52% for the first quarter of 1959 over the same 1958 period.

The international editions of **Time** have reached a new high in advertising revenue. For the first quarter of 1959, the four editions (Canada, Latin America, Atlantic, Pacific) showed a gross ad revenue of $1,960,000, an increase of 9.5% over 1958's first quarter total.

Sports Illustrated's advertising revenue for the first quarter of 1959 shows an increase of 25% over the same period in 1958.

Playboy's circulation for the first three months of 1959 averaged 956,500, compared with 917,354 average ABC-audited sales for the same period of 1958. #

Ogilvy, Benson Names Two

Joan Chamberlain, copy supervisor of Ogilvy, Benson & Mather, New York, has been elected a vp. She is the second woman to be elected a vp by the agency. Ogilvy, Benson also has named Larry Benedict, formerly with Donahue & Coe and Dancer-Fitzgerald-Sample, to its account service department.

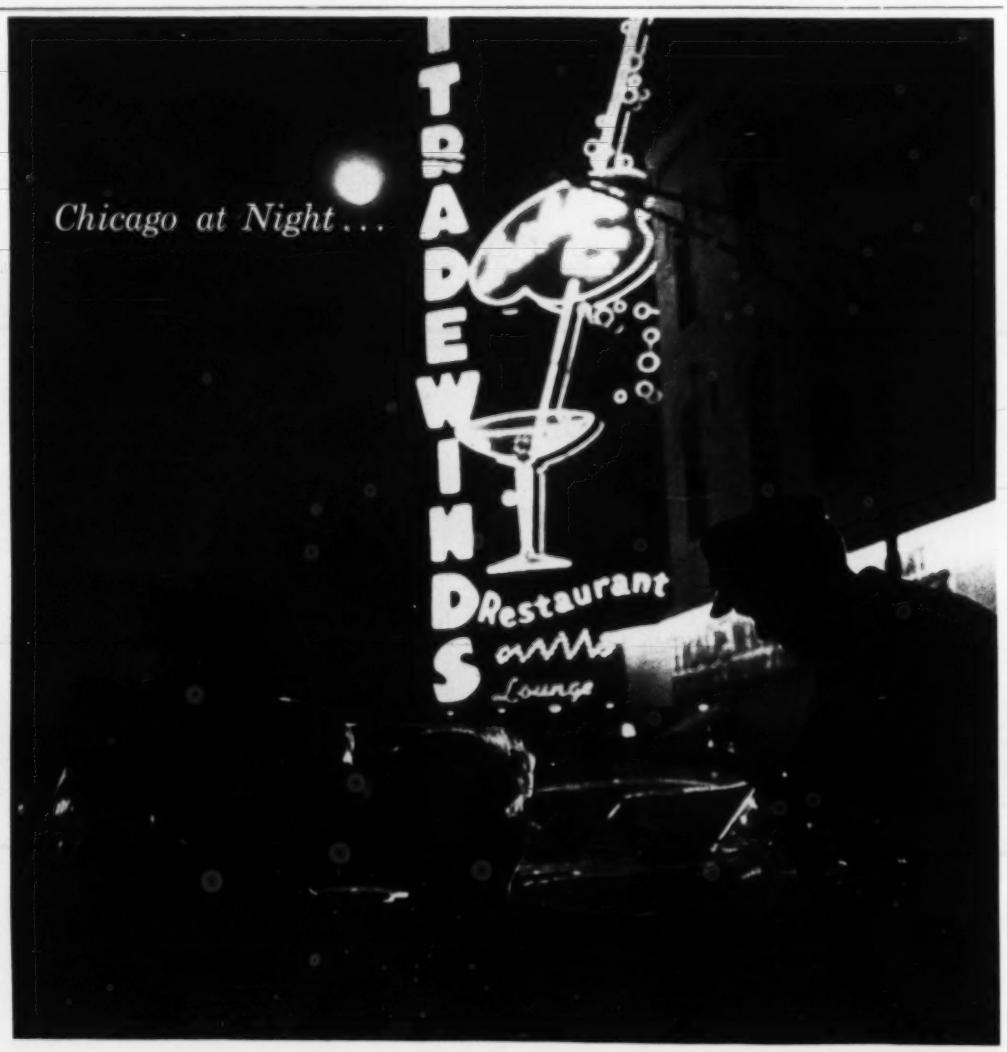
WBAL BALL—*WBAL, Baltimore radio station, is using 30 outdoor boards like this in the Baltimore area. Idea for the board originated from a catch phrase used by a WBAL disc jockey: "I'll bet I caught you tapping your foot to that one." W. B. Doner & Co. is the agency.*

FREE 32-page Marketing Handbook

Explains the Secrets of Nationwide House-to-House Selling Success

Here's the new edition, extensively revised and rewritten, of the only complete handbook of Direct Selling . . . shows why new trends in consumer buying are opening up relatively non-competitive markets for a wide variety of products and services, old and new . . . explains how manufacturers and national distributors have capitalized on the rapidly expanding national habit of in-home buying . . . why many firms are turning to Direct Selling to protect sound profit structures . . . and expand sales without big budget spending.

Send today for a free copy of the 1959 edition of "The Quickest Way to National Sales" and learn why this powerful nationwide distribution force adds volume fast, perils no part of present over-the-counter retail sales, can be tested virtually cost free. Just pin, paste or staple this ad to your letterhead and mail to: SPECIALTY SALESMAN MAGAZINE, Room 812-1A, 307 N. Michigan Ave., Chicago 1, Ill.



Life's a breeze. Especially when a night owl, his girl and Spring course along the City's favorite strip.

And his professional life? Easier now.

Because he relies on SUPERIOR ENGRAVING . . . hard at work when he's out on the town.

For Superior Service, Superior Quality . . .

call SUPERIOR now!

215 WEST SUPERIOR STREET, CHICAGO 10, ILLINOIS

CHICAGO'S FOREMOST PHOTOENGRAVING AND OFFSET PLATEMAKING PLANT

SUPERIOR ENGRAVING COMPANY
CALL
NIGHT
DAY
SUperior 7-7070

The VIC DIEHM Radio Stations

PENNSYLVANIA'S "JET NET"

WAZL • WHLM • WHOL

HAZLETON BLOOMSBURG ALLENTOWN

24 County Coverage! Single Rate Card!

Serving 3,000,300 Population . . . !

853,890 Homes! Write For Complete Data!

PAUL H. RAYMER CO.

AND IN FLORIDA

WTAL 5000w *Radio Tallahassee*

DRAWER A MAIN POST OFFICE

Phone 2-1270 or 4-3345

TALLAHASSEE, FLORIDA

MARKET DATA:	Within 2.0 MV/M Coverage	Within 0.5 M/VM Coverage
Total Population	121,000	250,000
Total Households	28,600	63,180
Total Radio Homes	27,456	60,653
Total Passenger Cars	28,314	62,548
Spendable Income	$129,927,000	262,093,000

Represented By The Meeker Co.

"Brand Names" Dealer Award-Winner says:

"IF YOU'VE SOLD HER... YOU'VE SOLD THEM"

Gloria Taylor (left) star Dodge dealer and owner of Taylor Motors, King William, Virginia, was awarded a Certificate of Distinction in the Automobile Dealer category of the 11th Annual Competition, sponsored by the Brand Names Foundation, Inc.... the first *woman* to be selected, from thousands of entries!

Gloria Taylor says: "One of the reasons I won a 'Brand Names' Dealer Award is–*women!* I've always noticed the tremendous influence a woman has on the purchase of the family car. What's more, a woman likes the fine things of life–so she'll choose *quality* every time. I find that a woman invariably prefers the better–more expensive–models.

"Of course you have to approach a woman in a special way. You have to inspire her confidence. It takes an understanding of women, I guess, but I see it happen *every day*– if the car's been sold to *her*, it's as good as sold to *them*."

Ladies' Home Journal says: It's because the Journal approaches women a special way that more women buy and read the Journal than any other magazine. And–because the Journal inspires confidence in women–*it's the number one choice of advertisers-to-women.*

Efficient Miss Taylor heads a 20-man organization

Never underestimate the power of a woman...

nor the power of the No. 1 magazine for women...

Ladies' Home JOURNAL

A CURTIS PUBLICATION

NO. 1 IN CIRCULATION ★ NO. 1 IN NEWSSTAND SALES ★ NO. 1 IN ADVERTISING

JUDGMENT—*This is sixth and last in a series of ads run by the Columbus Automobile Dealers Assn. warning the public against "unscrupulous" automobile advertising.*

Only Newsy TV Ads Can Sell Established Brands, Wells Says

NEW YORK, April 14—When a name brand has been on the market for a considerable time and most consumers have already formed an opinion about it, a television commercial has to say something really new, and say it effectively, to produce a marked change in consumers' predisposition to buy the product, according to William D. Wells, head of the methods development unit at Benton & Bowles.

Brands probably go through something like a "life cycle" with respect to the effect of advertising on them, Mr. Wells told the New York chapter of the American Marketing Assn.

"It may be that at the early stages of the cycle the effect of advertising is to inform and increase the readiness to buy," he explained, "while later the effect may be more of a holding action to preserve what readiness to buy there is and to keep the brand name in consumers' minds."

■ Mr. Wells, who is also assistant professor of psychology at Rutgers University, based his conclusions upon the results of a series of experiments including two conducted five months apart, each involving about 100 respondents.

In order to measure the degree of predisposition to buy, Mr. Wells developed a readiness-to-buy scale involving 10 degrees of readiness.

Mr. Wells and his staff showed tv commercials (via a movie projector in a few designated homes) to two groups, while another controlled group did not see any commercials. There were two commercials for each of several products shown, but each exposed group saw only one commercial on each brand.

When the respondents rated their readiness to buy the brands used in the experiments, there was a significant difference between those who saw no commercial and those who did see a commercial for each brand.

Further results of the experiment seem to indicate that "techniques appropriate for testing introductory commercials may be quite inappropriate for testing commercials designed to be run after a brand has come of age," Mr. Wells said.

A final implication of the results, Mr. Wells said, is that significant differences in the effectiveness of commercials are likely to follow only after radical changes in the theme or presentation. #

24 New Members Are Elected to Audit Bureau of Circulations

Five advertisers, two agencies, seven daily newspapers, seven weekly newspapers, two magazines and one business publication have been elected to membership in Audit Bureau of Circulations. The advertisers are Allied Radio Corp., Brunswick-Balke-Collender Co., Paxton & Gallagher Co., Victor Adding Machine Co. and Union Carbide Canada Ltd. The agencies are Donahue & Coe, New York, and Pemberton, Freeman, Bennett & Milne Ltd., Toronto.

The dailies are the *News*, San Leandro, Cal.; *Kentucky New Era* Hopkinsville; *News*, Framingham, Mass.; *Daily Capital News* and *Post-Tribune*, Jefferson City, Mo.; *Daily Ranger*, Glendive, Mont., and *News*, Lewistown, Mont. The magazines are *Desert Magazine* and *Hi-Fi Music at Home*, and *Screen Process* is the business publication.

Stetson Joins Ipsen

Richard A. Stetson has been named advertising manager of Ipsen Industries, Rockford, Ill., manufacturer of heat treating furnaces and related equipment. He formerly was manager of advertising and sales promotion of the Ingersoll Kalamazoo division of Borg-Warner Corp.

Beique Named Pesco Ad Chief

M. A. Beique, formerly planning manager of Borg-Warner Corp.'s Pesco products division, Bedford, O., has been appointed ad manager of the division. The new assistant ad manager is Lester J. Elgin, who has been publications and provisioning manager at Pesco since 1950.

One of the **most**

unusual advertisements

ever published!

Why Ford chose Reader's Digest to present this 36-page message to millions more motorists.

This 36-page advertisement, entitled "Ford's Buyer's Digest of new car facts for 1959," will provide readers with interesting and useful ideas about the operation and care of automobiles, as well as details and prices of all Ford models.

It will also prove of interest to anyone connected with advertising—corporation management, agency executives and media experts.

Ford's decision to use Reader's Digest exclusively was reached only after the most careful study. Executives faced with similar promotion problems may benefit by knowing the background and objectives of Ford's decision.

Why the Ford Motor Company developed this unusual advertisement and chose the Reader's Digest to carry it is explained by Mr. Lee A. Iacocca, Car Marketing Manager for the Ford Division:

"Buying a new car is one of the truly important decisions made by an individual or a family.

"To help people make the soundest decision and get the most value in a new car purchase, we prepared Ford's Buyer's Digest, a 96-page book.

"Acceptance of this book was so gratifying that we decided to make this new version available to still more millions. We sought thorough readership and an atmosphere of reader confidence. We wanted a convenient size and permanent form that would encourage repeat use and long life. After considering all the facts, we chose Reader's Digest."

* * *

The objectives sought by Ford can be met, through Reader's Digest, by any advertiser of a quality product or service. Your message will reach:

Alexandra de Markoff Buys Anatole Robbins Line

Alexandra de Markoff Sales Corp., wholly owned subsidiary of Charles of the Ritz Inc., New York, has purchased the cosmetics line of Anatole Robbins Inc., Hollywood, and its subsidiary line of Countess Isserlyn cosmetics. The Robbins company has had no agency for the past few months. Rockmore Co., New York, handles the de Markoff and Ritz accounts.

Whether the Anatole Robbins and Countess Isserlyn brands will be continued and a new agency appointed has not been announced.

Nabisco Boosts Romanet

National Biscuit Co., New York, has appointed Ray L. Romanet merchandising manager for its biscuit division, succeeding Howard W. Wilson, recently named director of marketing. He has been with the company since 1933, serving as general products manager since 1955.

Books Displace Popcorn in Lobbies of Art Film Houses

SAN FRANCISCO, April 14—Movies and books—sometimes considered competing entertainment forms—are hitting it off famously in two San Francisco art theaters, the Balboa and the Vogue.

Paperback books are being purveyed in racks in the lobbies of both houses and, despite the apparent competition for movie goers' attention, book sales are getting better all the time, according to Irving M. Levin, divisional director of San Francisco Theaters, operator of the theaters.

About 300 titles, selling for $1 apiece, are carried at the Vogue, and 500 titles from 25¢ to $1 are available at the Balboa. Mr. Levin reports the popularity of the racks has been causing many people to inquire if the theater can sell them a book without their buying a ticket. "This we're delighted to do," Mr. Levin adds.

■ Popcorn has virtually been pushed off the counter. But Mr. Levin remains so enthusiastic about the paperbacks that he placed an ad in a special paperback supplement put out by the *San Francisco Chronicle* to announce that the Balboa and Vogue carry paperbacks.

Just how long this happy coexistence survives, however, may be another story. Mr. Levin admits he dreads the time when customers waiting in line for tickets may become so engrossed in their book purchases that they abandon the idea of seeing the movie. #

Burnett Promotes Starr to Account Planning VP

Henry Starr has been appointed to the newly created post of vp-account planning at Leo Burnett Co., Chicago, and named to the agency's plans board. He joined Burnett in 1949, was named marketing supervisor in 1954 and promoted to vp last year. Prior to joining the agency, he was with the Psychological Corp. and the research department of Erwin, Wasey & Co., New York.

Henry Starr

McCulloch Unit Names C-M

The Marine Products division of McCulloch Corp., Minneapolis, maker of Scott outboard motors, has appointed Campbell-Mithun, Minneapolis, to handle its advertising, effective June 30. Batten, Barton, Durstine & Osborn currently handles the account.

Names Stapleton Exec VP

Lawrence V. Stapleton, vp, general manager and director of marketing for Lippincott & Margulies, New York, industrial designer, has been promoted to exec vp. Prior to joining Lippincott & Margulies, Mr. Stapleton was general manager of Grant Advertising.

A special advertisement prepared for Reader's Digest readers — in handy detachable form — based on articles contained in
Reader's Digest
May 1959
Ford's "Buyer's Digest" of new car facts for '59
for people who are thinking of buying any new car
Helpful money-saving facts and figures on such subjects as:
When you should use regular gasoline • The truth about monthly payments • A woman's guide to what goes on under the hood • And many, many others.

1. The largest proven audience that can be bought. It is larger than the audience of any other magazine; of any newspaper or supplement; of the average nighttime network television program.

2. The largest *quality* audience that can be found. The Digest has more readers in every income group than any other magazine. And the higher the income group, the greater the Digest's share of the audience.

3. *Discrimination* in the advertising accepted. The Digest alone of major media accepts no alcoholic beverages, no cigarettes or tobacco, and no patent medicines. It accepts only advertising that meets the highest standards of reliability.

4. *Belief* in what the magazine publishes. People have faith in the Digest, in its editorial and advertising pages.

In the light of these advantages, you may wish to strengthen your 1959 advertising program by including the Reader's Digest. You will address the best audience in America. It is an intelligent, prosperous, *responsive* audience whose enthusiasm for a product can assure its success.

And you can reach this audience for $2.91 per thousand paid circulation—an economical and effective way of selling to the best part of America.

People have faith in

Reader's Digest

Largest magazine circulation in the U.S.
Over 11,750,000 copies bought monthly.

* if

if you use glossy photos for advertising, promotion or publicity . . .

if you appreciate the advantages of using highest quality photos . . .

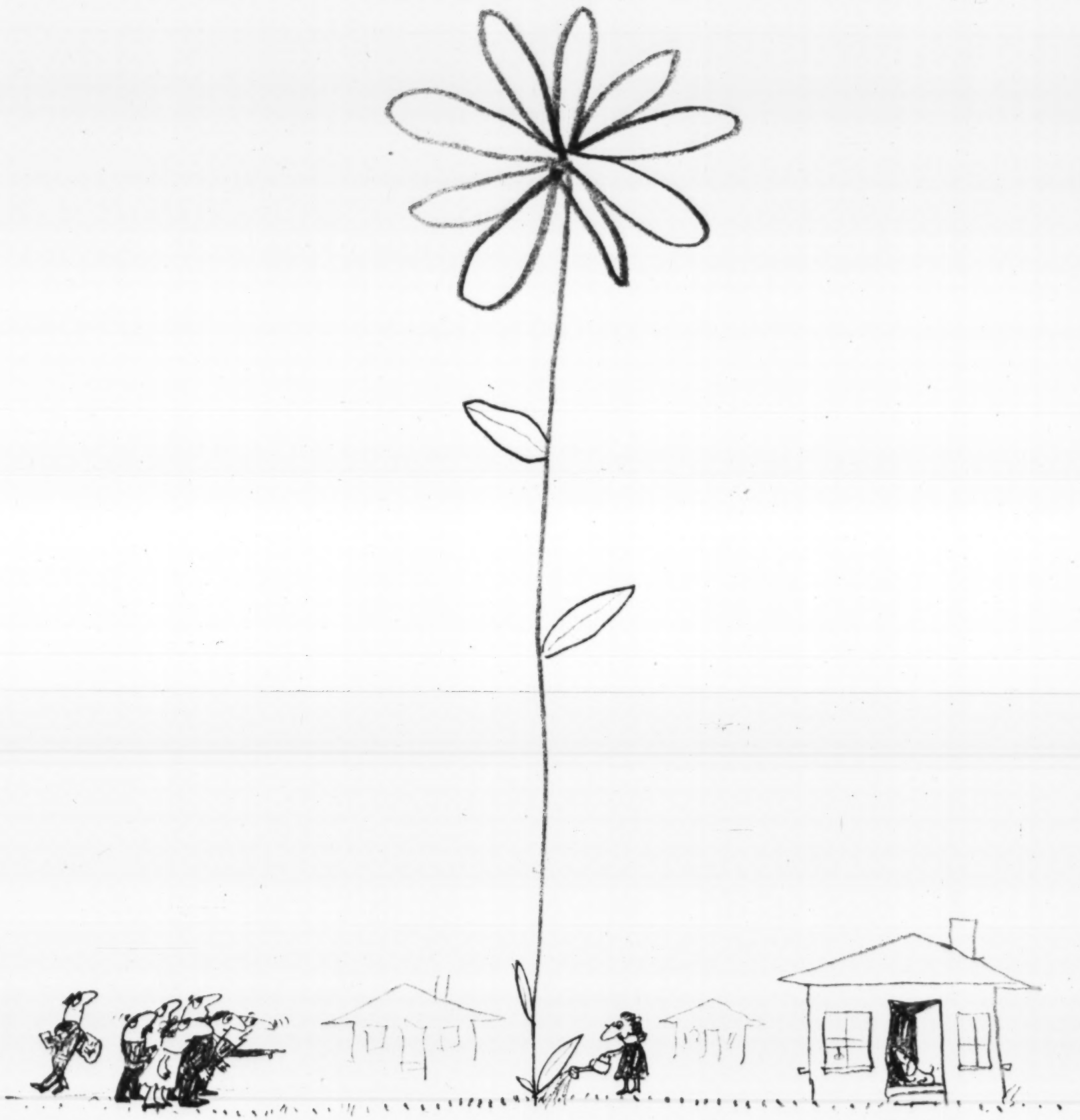
and still like a good deal on price

if you need prints *right now* when you need them . . .

you, sir, are a *natural* to do business with QPC*

write for samples and price list!
(or phone, it's quicker)

*
QUANTITY PHOTO CO.
119 W. Hubbard St., Chicago 10, Ill.
SUperior 7-8288



How to open eyes by the millions!

Sales volume grows vigorously when you gain the attention of the millions of heavy-spending consumers who make First 3 Markets Group magazines their regular weekly reading habit.

By concentrating a sizeable part of your advertising effort on the FIRST 3 markets of New York, Chicago and Philadelphia—markets which account for about 1/6 of Drug sales, 1/5 of Food sales, 1/5 of Furniture & Furnishings sales, and more than 1/4 of total U.S. Apparel sales—you can open eyes and stimulate sales by the millions at low FIRST 3 rates.

In these outstanding urban sales centers the family coverage of General Magazines, Syndicated Sunday Supplements, Radio and TV thins out. *Only* FIRST 3 MARKETS GROUP delivers a saturating 62% family coverage of these 3 huge city and suburban markets where 18% of total U.S. Retail sales are made. To make your advertising sell *more* where *more* is sold . . . it's FIRST 3 FIRST!

Circulation nearly 6,000,000.

THE GROUP WITH THE SUNDAY PUNCH

FIRST 3 MARKETS GROUP

ROTOGRAVURE • COLORGRAVURE

New York Sunday News Coloroto Magazine

Chicago Sunday Tribune Magazine

Philadelphia Sunday Inquirer "Today" Magazine

New York 17, N.Y., News Building, 220 East 42nd Street, MUrray Hill 7-4894 • **Chicago** 11, Ill., Tribune Tower, SUperior 7-0043 • **San Francisco** 4, Calif., 155 Montgomery Street, GArfield 1-7946 • **Los Angeles** 5, Calif., 3460 Wilshire Boulevard, DUnkirk 5-3557

Available Market Data Section

Advertising Age

April 20, 1959
Volume 30 • Number 16
This Issue $1 a Copy

CHICAGO 11 • Published Weekly at 200 E. Illinois St. • DE 7-5200
NEW YORK 17 630 Third Ave. • YU 6-5080

THE NATIONAL NEWSPAPER OF MARKETING

Reveal Time-Table . . .

Census Speed-Up Means New Data Due by Fall

Added Facilities, Latest Electronic Equipment Hike Output

By Howard C. Grieves
Assistant Director, Bureau of the Census

In the language of industry, the "order books" of the Census Bureau are booked solid for the next several years. New benchmark censuses are under way, covering the whole statistical "spectrum" from business, manufacturing and mineral industries to agriculture, population and housing. By late this year, the bureau will begin publishing a continuing flow of new information which will provide an immense amount of factual data indispensable for marketing people as they look ahead to the 1960s.

To handle this vast job and to publish the results while they are still fresh, the bureau is using new kinds of electronic equipment, and it has opened major new facilities at Jeffersonville, Ind., and Parsons, Kan. Assuming that the machines and staff perform according to expectation, users can expect the first deliveries of this new statistical product late this summer or early fall.

H. C. Grieves

The bureau is directing its greatest initial efforts toward production of the new models of the Business, Manufactures and Mineral Industries

(*Continued on Page 78*)

The list of Available Market Data begins on Page 79 and goes to Page 153. Use the coupons for requesting data.

Easy Reference . . .

12th Annual Listing of Available Market Data Offered to 'AA' Readers

Here's How to Use It—1,500 Published Pieces Described, Classified

ADVERTISING AGE presents, in the following pages, its 12th annual descriptive list of the available market data issued by media, trade associations and other groups, so that marketing and advertising executives may look over the whole field of published data to determine exactly which data might currently be of interest to them.

The material presented here has been numbered, and ADVERTISING AGE will be glad to handle requests for various items from readers, to simplify the problem of obtaining desired information.

■ Throughout the pages of this section there are coupons, which can be filled out and returned to ADVERTISING AGE, indicating which pieces of market data listed in these pages are desired. ADVERTISING AGE will undertake to forward all requests for data to the publishers of each piece. Fulfilment of these requests, however, rests in the hands of the individual publishers of the data, who undertake to handle all reasonable requests, within the limitations of supply or other conditions which cannot be foreseen.

Covers Eight Market Types

Most of the material listed in this section is available without charge, but not all of it. In cases where a charge is made, that information, plus the amount of the charge, is included in the listing. *When requesting data for which a charge is made, do not send any money to* ADVERTISING AGE. Bills for such material will be sent to the inquirer by the publisher of the data when he forwards the requested data to the inquirer.

■ For ease of reference, the compilation is presented in eight sections:

1. **National Markets,** embracing all data which covers the nation geographically.
2. **Farm Markets,** covering the farm field specifically.
3. **Regional and Local Markets,** which embraces data covering a particular region or locality.
4. **Distribution Markets,** which covers data relating principally to retailing and wholesaling operations.
5. **Industrial Markets,** covering primarily the capital goods industries (including building and construction), rather than general consumer markets.
6. **Professional Markets,** covering the various professions as markets.
7. **Canadian Market,** which covers all Canadian material.
8. **International Markets,** which covers material dealing with foreign and export publications.

Regional and local data is further classified by state, but not by

(*Continued on Page 79*)

Exports, Imports Keeping Pace . . .

Rising U.S. Living Standard to Mean World Trade Boom: Johnson

We're Living Four Times Better than in 1930, Says JWT Economist; Effects Being Felt Abroad

By Arno H. Johnson
Vice-President and Senior Economist
J. Walter Thompson Co., New York

Advances in productivity, education, standard of living and the science of marketing and advertising are spreading rapidly throughout the free world. This can mean a boom in world trade and travel over the next decade.

The potential growth alone of the United States market to a $700 billion production economy (compared with $437.7 billion in 1958), along with a potential expansion of over 50% in total standard of living in the United States by 1969 can have an important impact on trade and travel throughout the whole free world. And joint encouragement of higher living standards in the other nations of the world will increase the opportunity for trade.

World Productivity and Education Increasing

It is improvement in the *standard of living* that makes markets—both domestically and internationally. The growth of world trade as well as travel is closely related to rising living standards. And potential increases in these standards in turn are related closely to productivity and improvements in the level of education. In most of the nations where freedom of initiative is allowed, there is today growing evidence of rapidly increasing productivity and rising levels of education of the masses of population, which should encourage substantial increases in trade and travel over the next decade.

■ In the last 28 years from 1930 to 1958, for example, the growth of U.S. world trade has paralleled closely the rise in our own standard of living. As shown in Chart 1, the standard of living in the United States in 1958, as measured by personal consumption expenditures, was over four times the 1930 level. So, also, in the same period of time, U.S. exports of merchandise grew 4¼ times and imports of merchandise grew over four times. These were all in actual dollars not corrected for inflation, but relationships of growth in standard of living and growth in trade would be similar in constant dollars.

FORESEES GROWTH—*Arno Johnson, who successfully predicted both the postwar boom and the recent recession, now says that Americans will live 50% better ten years from now, if the economy's present rate of growth continues. For the 12th consecutive year, Mr. Johnson's analysis-forecast highlights Advertising Age's annual market data issue.*

This parallel rise in the standard of living and world trade of the United States has had an important impact on living standards and trade of other major countries in the world. With an increase in living standards, the United States increased even more rapidly as a market for the goods of other countries. Now there is an opportunity for a further rapid surge upward in consumption in the United States which can greatly broaden this area as a market.

Spending Can Rise 51% by '69

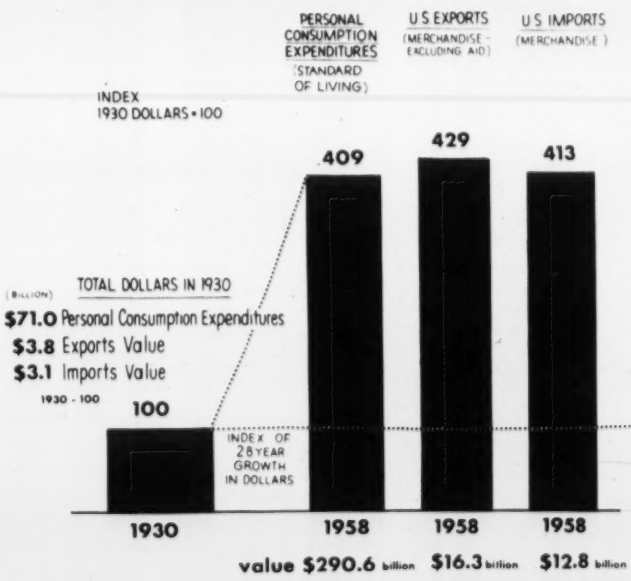
These changes in the standard of living in the United States will have an important impact on total world trade and travel.

In ten years—by 1969—productive ability in the United States should grow to more than $700 billion as a minimum. To support this level of production will require a 51% expansion in the consumer market in the United States—from personal consumption expenditures of $288 billion (second quarter 1958) to $435 billion by 1969.

■ $700 billion by 1969 is a conservative measure of our productive ability since it allows for an increase of only 1.7% per year in population plus a gain of 2% per year in per capita productivity—well below the rate we have demonstrated since prewar years. Actually, in the 17 years between 1940 and 1957, total physical production per capita (in terms of constant dollars) increased by 52% or about 2½% per year. In fact,

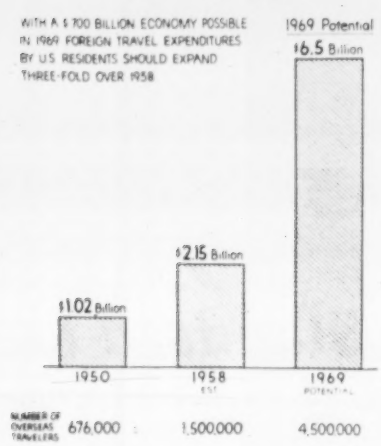
1

Growth of U. S. World Trade Parallels Rise in Living Standard



The Standard of Living in the United States as measured by Total Personal Consumption Expenditures has had a Major Impact on World Trade In 28 years, 1930 - 1958 Trade Growth paralleled increase in Living Standards

2



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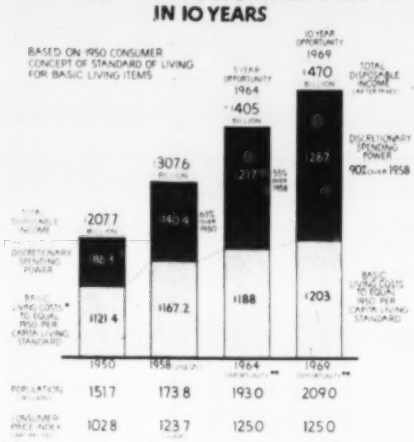

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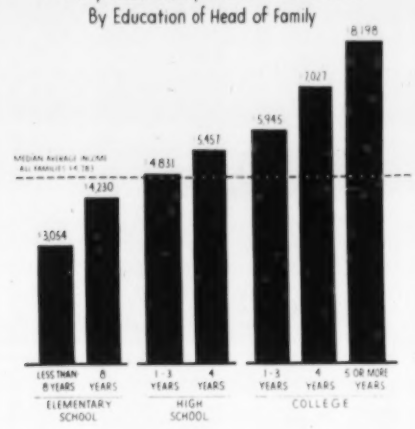

the Rockefeller Brothers Fund report of April 1958, set as a desirable goal for *1967* a total production of $707 billion, with personal consumption at $431 billion in 1957 prices. So $700 billion for *1969* (two years later and in 1958 prices) should be looked upon as a minimum level for long-range planning.

This potential increase of over 50% in total standard of living in the United States will mean a far greater increase in the total travel market. In terms of foreign travel, for example, it points to a possible *threefold* expansion to over *$6.5 billion* by 1969. See Chart 2.

Foreign Travel Can Triple to $6.5 Billion by 1969

Foreign travel potential can be expected to grow about four times as rapidly as the total standard of living. In the last eight years, for example, while our *real* standard of living grew 25% (total 1950 and 1958 personal consumption expenditures in terms of constant dollars with price inflation removed), the actual number of U. S. overseas travellers increased 122%—or over four times as fast.

With a further increase of over 50% in our standard of living by 1969, millions of families will move into income groups where they could well afford foreign travel if they *desired* to do so. On the basis of 1950-58 experience this further growth in standard of living conservatively could increase the number of overseas travellers threefold—to over 4,500,000 compared with the 1,500,000 in 1958. Even without any increase in average expenditure per traveller that would mean an expansion of the foreign travel expenditures to over $6.5 billion.

The impact on the free world economy of a growth to $6.5 billion of foreign travel by United States residents can hardly be overemphasized. These 6.5 billion "scenery dollars" would represent the purchasing power equivalent of over 50% of the total U. S. merchandise imports in 1958 or of about 40% of the value of the total U. S. merchandise exports in 1958.

■ A government survey, released in 1956, shows how travel expenditures in 1950 varied by families in different income groups. This covers all travel outside of home city, excluding auto expenses. It showed that in 1950, once family income got above $4,000, expenses for travel stepped up very rapidly, with families in the income group above $7,500 spending 4¼ times as much as the average family.

This covers total travel, domestic and foreign. A similar chart on foreign travel alone would show an even more rapid increase in potential as families move up in income group.

In 1950 there were only 6,400,000 families with incomes above $5,000. By 1956 families with over $5,000 remaining after taxes had grown to more than double that number to 14,600,000. By 1960 the number in this group is expected to be 22,800,000 or 56% greater than in 1956. And as we approach a $700 billion level of production in the next ten years—by 1969—there will be further mass movements of families into incomes above $5,000.

■ These millions of families moving up into incomes above $5,000 could greatly expand the total travel market if they were to take on the same ideas, desires, and habits of travel that existed in similar income groups in 1950. This won't happen automatically since people moving up from lower income groups have to be educated to the advantages of travel, particularly foreign travel, through advertising and selling.

However, the potential for foreign travel has been greatly expanded in the last few years and can be tapped by lower fares, the pay-later plan, and aggressive promotion. And this broadening of travel will stimulate trade and higher levels of living here and abroad.

Discretionary Spending Power Can Rise 90% in Ten Years

An important factor in changing and expanding the trade and travel potential is the rapid growth in *discretionary spending power* of the United States population resulting from *increased productivity* per capita. See Chart 3.

This chart shows that discretionary spending power grew 63% between 1950 and 1958. It could grow another 90% to an impressive total of about $267 billion by 1969 if we reach our minimum production opportunity of $700 billion and succeed in keeping consumer prices reasonably near the present range with an index not over 125.

Discretionary spending power is defined here as the surplus spending power over and above what would be required to supply the same per capita standard of living for the basic necessities of food, clothing, and shelter as equivalent to the 1950 actual standard of living after taking into account present prices. The discretionary spending power just since 1950 has increased from 42% of total disposable income after taxes to 46% in 1958, and by 1969 its share of the greatly increased income could grow to 57%!

■ That means that families moving up to better income groups could take on the greater physical consumption of services such as travel, for example, that was found before the war in similar income groups if they desired. The additional purchasing power is there even with higher prices, but the interest and desire has to be created.

This growth in discretionary spending power and movement upward in income groups through increased productivity can make possible a rapid surge upward in our standard of living as people are educated through advertising to take on the different concepts and consumption patterns of the better income groups.

■ Only a third of the 50% increase in personal consumption we need in the next ten years, in the United States, can come about through growth in population. The other two-thirds must come about through a change in the basic standard of living of our population, which means the building of new concepts—an upgrading of diets, new concepts of what to do with leisure time, new concepts of housing and home life, new concepts of health, education, religious activities and all the things we count as advances in living standards.

This means not just the material things that so often are considered the measurement of living standards—the automobile, electrical equipment and other durable consumer goods that represent only 13% of the total consumer purchases—but it means improved health, recreation, travel, conveniences and services, also.

The food market, in particular, can expand rapidly with the growth of our economy through improved products and upgraded diets.

Food Sales Can Soar 60% to $115 Billion by 1969

Food sales to consumers should expand by over 60% within the next ten years—from the present level of about $72 billion to over $115 billion by 1969—in order to keep up with the potential expansion in our standard of living during this next decade.

■ This potential market for food would exist if food products continued their postwar trend in share of total personal consumption expenditures.

Food expenditures in terms of constant dollars—at June, 1958, prices—have increased since prewar as a share of total personal consumption expenditures. At the low point of the depression, in 1933, food represented 23.5% of the standard of living as measured by total personal consumption expenditures. In the immediate prewar years—1939 and 1940—food represented 23.3%. By postwar 1950 the food share had increased to 24.3% and in 1958 it was 25%. So, with improved packaging and processing, with improved and more convenient food products, and with a continued upgrading of the diet to better quality and more protective foods the share consumers are willing to devote to food products could increase further.

■ Now there are changes and pressures in our economy that point to opportunities for a rapid surge upward in our standard of living over the next ten years. These changes can expand substantially the market for the food products of *quality* and *convenience* that represent an upgrading of the American diet.

Our increased population will be characterized by a rapidly changing composition in terms of education, income, discretionary spending power, age distribution, family structure and place of living. These probable changes may influence substantially the diets, food requirements and purchasing habits of our civilian population.

These changes point to increased sales opportunities for those in the food industry who are aggressive, imaginative and creative in their marketing, merchandising and advertising, and who can adjust to, and take advantage of, the trends and changes in consumer desires and distribution.

■ Even with the recent trend in the share of the consumer dollar given to food, the total food market ten years from now could be 60% greater than now. But an analysis of the food consumption habits of families in different income groups will show that the opportunities for expansion of the total food market could exceed 60%. The spread between food expenditures per family in the present average income family and food expenditures in the better levels of income is considerably greater than 60%.

■ Many examples of how movement upward in income groups can expand the potential market for food products are shown by the 1955 household food consumption survey of the U. S. Department of Agriculture. Expenditures per non-farm household for cheese, poultry, and eggs, for example, were far greater in families with over $5,000 income than in families with under $5,000 yearly income. Even between 1955 and 1958 the number of families (consumer spending units) moving up

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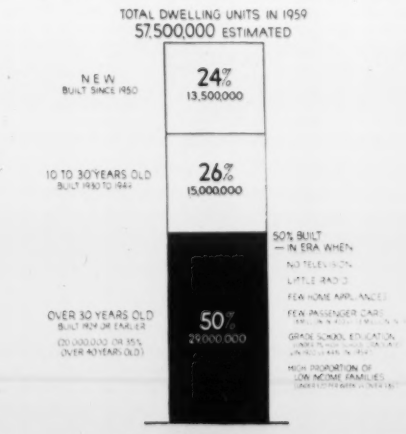

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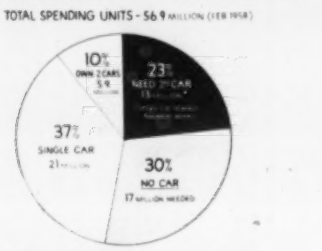
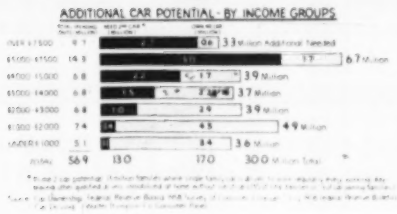
13 MILLION MORE FAMILIES NEED 2ND CAR
17 MILLION HAVE NO CAR –
30 MILLION ADDITIONAL CAR DEMAND POTENTIAL


TOTAL SPENDING UNITS - 56.9 MILLION (FEB 1958)
10% OWN 2 CARS 5.9
23% NEED 2ND CAR 13 MILLION*
37% SINGLE CAR 21 MILLION
30% NO CAR 17 MILLION NEEDED

ADDITIONAL CAR POTENTIAL - BY INCOME GROUPS



to incomes above $5,000 exceeded 7,000,000. This indicates how rapidly the market potential could expand with movements in income group if those moving up were educated to desire the kind of consumption pattern actually shown by those with above $5,000 incomes in 1955.

■ Even in consumption of commercial bakery products in 1955 there was a wide spread between income groups in per capita consumption of such items as rolls, specialty breads, sweet goods and cakes.

So a major area in our opportunity for an expanding standard of living over the next ten years lies in changes in the food and diet habits of the population as people move up in productivity and incomes.

■ A greatly increased interest in health and personal care has been a characteristic of our improving living standards over the last ten years.

As compared with a 72% increase in total personal consumption expenditures between 1947 and 1957, the items of drug store prescription sales, life insurance, hospital expenditures, and insurance of medical care and hospitalization have increased much more rapidly. Expenditures for personal care services doubled in the ten years.

Also indicative of how a rising standard of living rapidly expands the market for non-material and cultural items is the fact that between 1947 and 1957 consumer expenditures for foreign travel expanded 191%, for private education 116%, for magazine and newspaper reading 75%, for tv, radio, records and musical instruments 132%, and for religious and welfare activities 78%—all of these above the general average increase of 72%. Church membership in numbers of members, for example, increased 38% or twice as rapidly as the population increase of 19%.

Raised Education Level Points to New Markets

By July, 1959, the number of adults (over 20) with a full high school education in the United States will be over five times as great as in 1950 and 110% greater even than in 1940. A population containing nearly 49,000,000 adult high school graduates is quite different in travel interests or interests in imported products from a population with 23,000,000 adult graduates as in 1940 or from a population with about 4,500,000 graduates—a condition that existed shortly after World War I, in 1920.

This means that, today, we have quite a different population in terms of education level than we had before the war and that this change can have a significant influence on living and reading habits and cultural interests as well as on productive ability as measured by earning power.

A Census Bureau analysis of family income in 1956 related to the education of the head of the family indicated that education is an important factor in America's increased productive ability—since, by and large, income received must bear some relationship to one's contribution in total production. On the average the family income in 1956 stepped up with each step up in level of education. See Chart 4.

■ Families headed by those with four years of high school enjoyed incomes 83% higher than families headed by a person with less than eight years of elementary school. And families where the head received five or more years of college training had incomes averaging 50% above the high school graduate.

It is estimated that, by 1970, the number of college graduates will total over 10,800,000 or 7.3% of the U. S. population over 20 years old—an increase of 34% in ten years from 1960.

The total number of high school graduates, 15 years and over, will total over 70,300,000, or 48% of the population over 15—an increase of 36% in ten years.

With the very rapid movement of our population into educational levels of high school graduates and above, we should anticipate even more rapid increases in productive ability and in the ability to upgrade our standard of living to provide rapidly expanding markets.

In like manner the trend to wide expansion in education in other countries suggests an added stimulus to production, with acceleration in improving living standards and the potential of increased consumption and increased world trade.

Latent Demand Is for 30,000,000 Additional Cars

Even though we have about 59,000,000 passenger cars registered in 1959 the automobile market is far from saturated. 30,000,000 *additional cars* would be needed to meet fully today's latent potential demand. See Chart 5.

Of the 57,000,000 families (consumer spending units) today about 17,000,000 have no car. An additional 13,000,000 families who own a single car *need a second car* because their single car is driven to work every working day, leaving other licensed car drivers in the family stranded without automotive facilities. That totals a demand potential of 30,000,000 additional cars based on latent need. This offers a huge pool of opportunity for expansion of production and sales.

■ Analysis of automobile use by single-car owners indicates that there are 19,000,000 who drive to work regularly, but not all of these leave another qualified driver at home. Taking the conservative figure of homes with more than one driver, however, this means that, in at least 13,000,000 homes of regularly employed workers, the housewife is left at home immobilized when the husband takes the car to work. Yet she can drive a car and usually has daily need for a car.

Study of this prime two-car potential market shows that 10,000,000 or 77% of these 13,000,000 who urgently *need* a second car are in the upper half of incomes—that is, over $4,000 per year—where the discretionary income and ability to purchase is high. See Chart 5.

■ Assuming a minimum of 4,500,000 annual replacement need, plus 900,000 or 5% of the present 17,000,000 non-owners becoming owners in any year, plus 500,000 car owners added through new family formations, and assuming the opportunity to convert annually at least 10% of the 13,000,000 who really need a second car, we have a total annual potential of over 7,000,000 cars:

4,500,000 replacement.
900,000 additional from non-owners.
500,000 additional from new family formations.
1,300,000 additional from new two-car families.
7,200,000 annual potential.

To cash in on this expanded potential will require aggressive advertising and selling, because present habits and desires in relation to car ownership need to be changed. There is a "habit lag" in car ownership and particularly in recognition of the need for the second car.

Total consumer purchasing power has never been at a higher level. With disposable income, after taxes, estimated at a level of $325 billion, in May, 1959, purchasing power is 18% above 1955. Even after adjustment for price changes in terms of 1958 prices the total *real* purchasing power is $29 billion or nearly 10% over the adjusted level of $296 billion for 1955—a year when over 7,000,000 passenger cars were sold! The poor automotive showing of 1958 could hardly be attributed to lack of purchasing power!

Pressure Rises for New Homes

An important part of a rising standard of living is improvement in housing and in living conditions. As the population moves upward in education and income with increased leisure and increased health interests the housing built for a previous generation becomes less adequate.

50% of the 57,500,000 dwellings in the United States were built over 30 years ago—in 1929 or earlier. 35% are over 40 years old. Thus over half our homes were built for a very different type of family. A high proportion of our families then were in very low income groups of under $20 per week. Over 90% were of a grade school level of education. There were few passenger cars, hence no need for garages. There were few home appliances, little radio and no television. See Chart 6.

Only 24% of our dwellings have been built within the last ten years and many of these were not built for the types of families we now have—families with more children and families with the desire for more room, play space, bathing facilities, gardening facilities and the way of life associated with better incomes.

This is developing added pressures for new home construction and remodeling. And the total number of households can be expected to increase more rapidly after 1960.

Population, 177,000,000

Along with a rapidly rising standard of living we have the added stimulus of a bulge in population growth and a likelihood of large increments in family formations in the next few years. See Chart 7.

Our population has more than doubled since 1900, reaching nearly 177,000,000 by midyear 1959, and the number of households has tripled to over 51,000,000 in 1959.

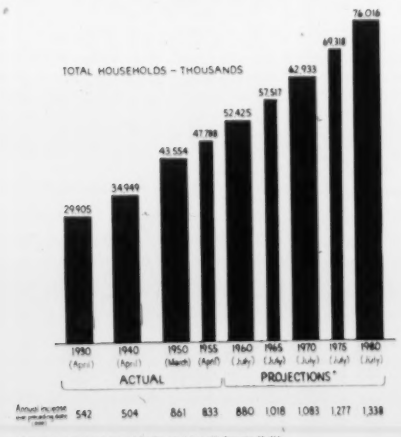
■ Population continues to grow at the rate of over 2,900,000 per year or 240,000 per month. That is the equivalent of adding a Providence, R. I., or an Omaha, Neb., to our market each month. By 1980 our population could reach 273,000,000—54% or 96,000,000 over the 177,000,000 of 1959.

The number of households in the United States grew by 15,453,000 or 44% in the 18 years between 1940 and 1958 (from 34,949,000 in April, 1940 to 50,402,000 in March, 1958).

It is estimated that the number of households will reach 57,517,000 by 1965 and 62,933,000 by 1970. From that point on, the growth may average 1,300,000 per year for some years beyond 1970 and reaching over 76,000,000 by

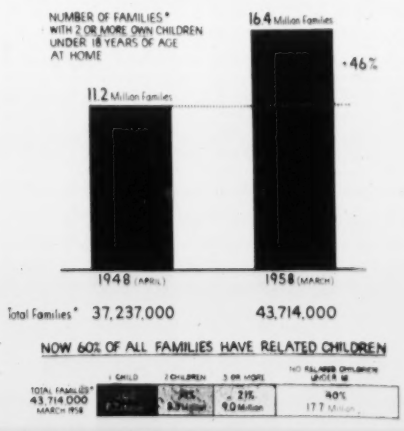
7

RAPID GROWTH IN HOUSEHOLDS PROBABLE AFTER 1960



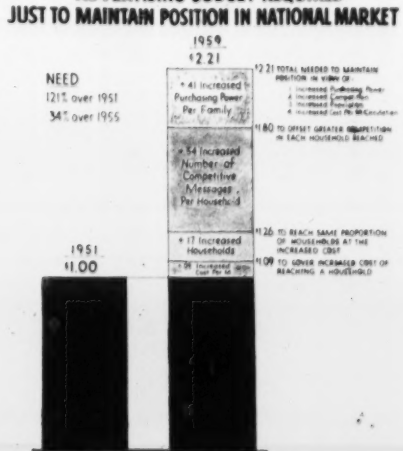
8

IN 10 YEARS
46% INCREASE IN FAMILIES WITH TWO OR MORE CHILDREN


NUMBER OF FAMILIES* WITH 2 OR MORE OWN CHILDREN UNDER 18 YEARS OF AGE AT HOME
11.2 Million Families
16.4 Million Families
+46%
1948 (APRIL)
1958 (MARCH)
Total Families* 37,237,000 43,714,000
NOW 60% OF ALL FAMILIES HAVE RELATED CHILDREN
1 CHILD
2 CHILDREN
3 OR MORE
NO RELATED CHILDREN UNDER 18
TOTAL FAMILIES* 43,714,000 MARCH 1958
+ 21% 9.0 Million
40%
17.7 Million
* Families of two or more related persons
Source: Bureau of the Census, Series P-20 No 88, Nov 4, 1958

9

ADVERTISING BUDGET REQUIRED JUST TO MAINTAIN POSITION IN NATIONAL MARKET


1959
$2.21
$2.21 TOTAL NEEDED TO MAINTAIN POSITION IN VIEW OF
NEED
121% over 1951
34% over 1955
+41 Increased Purchasing Power Per Family
+54 Increased Number of Competitive Messages Per Household
+17 Increased Households
$1.80 TO OFFSET GREATER COMPETITION IN EACH HOUSEHOLD REACHED
$1.26 TO REACH SAME PROPORTION OF HOUSEHOLDS AT THE INCREASED COST
$1.09 TO COVER INCREASED COST OF REACHING A HOUSEHOLD
1951
$1.00
1951
1959

1980. That's 52% greater than in 1958.

A factor affecting food habits and the market for convenience products and quickly prepared quality foods is the rapid increase in the number of married women workers.

FIRST FOUR MONTHS REPORT SHOWS YOUR NEW BABY LEADS ALL BABY MAGAZINES

1st in Advertising Linage 201 columns

1st in Advertising Revenue $228,233

1st in Total Circulation 556,165 (Bulk Net Paid, monthly avg.)

1st in Store Circulation Over 1,300 stores

Write for full details.

1st as a Selling Force for Baby Product Advertisers!

52 Vanderbilt Ave. New York 17

The number of women in the labor force has grown three times as rapidly in the last 15 years as the growth in the number of men in the labor force. And the major part of this increase among women workers has been in the number of married women with families.

Between 1940 and 1958 the number of married women workers jumped 160% to a level over 2½ times as great. And 45% of these married women workers have children at home.

See 46% Hike in Families With Two or More Children

The trend to families with two or more children at home can influence family food and living habits. In the ten years between 1948 and 1958 the number of families with two or more of their own children at home increased 46%. See Chart 8.

These rapid changes in our population, in family composition, in the present and potential makeup of our labor force, in our expanded plant capacity, all point to the opportunity and need for increased encouragement of expansion of consumption both in the United States and in other nations of the world where productive ability is expanding. This encouragement of the higher standards of living made possible by greater productivity will require basic changes in concepts of a way of life both here and abroad. The quickest and most efficient method of educating mass millions of people to want and to work for the things that make up a higher standard of living is to advertise these products and services.

So advertising—increased advertising—may be assuming critical importance today as the activating force to stimulate the needed rapid advance in our standard of living. And encouragement of growth in living standards in the U.S. and other free nations to utilize more fully tne growing productive ability, and to supply well paid jobs for the growing labor force can be a decisive factor in our world defense against Communistic forces.

Regular Features Back Next Week

The regular lineup of features (Creative Man, On the Merchandising Front, Salesense in Advertising, etc.) which normally appears in the AA feature section has been omitted from this issue to provide adequate space for the large volume of market data. All of the usual features will be back in their regular places next week.

Advertising Needed to Encourage Better Living

With the growth in productive ability and the need for expanded demand to utilize this productive ability there has developed an increasing recognition of the educational value and sales stimulus of advertising. As people move up in income groups through increased productivity they do not automatically take on the same concepts of a standard of living as those who already are in these better income groups. There is a "habit lag" based on past training and experience or often "class" barriers. Advertising is a powerful force in overcoming or shortening this "habit lag."

The velocity with which this advertising influence on consumers in the U. S. has been increased since before the war is shown by the estimates of total investment in advertising.

■ In ten years, from 1940 to 1950, total advertising influence directed to consumers grew by $3.6 billion from $2.1 to $5.7 billion (including both national and local advertising). The 1958 total was nearly $10.5 billion and it is estimated that the 1959 level will reach $11.2 billion. Thus, in nine years, from 1950 to 1959, another $5.5 billion of advertising influence on the consumer will be added—an increase of 96% from the $5.7 billion in 1950 to an estimated $11.2 billion in 1959. That's nearly six times the prewar total.

In relation to the standard of living (total consumer expenditures for all goods and services) advertising influence increased from 2.9% in 1950 to 3.7% in 1957.

■ While both industry and services have an opportunity for substantial growth in their markets, they face greatly increased competition. With the increased share of the consumers' income in the form of *discretionary* spending power, competition for the consumers' choice is broadened. It goes beyond just brand versus brand or competing services within a classification. It will include competition between whole product classes or with entirely different interests and services such as travel.

To sell the volume of goods and services necessary to support a $700 billion level of production by 1969 in the U. S. could well require from $17 billion to $22 billion of total advertising—or nearly double the present! That would represent between 4% to 5% of the standard of living, measured by personal consumption of $435 billion.

■ In its educational influence advertising *expands total markets* as well as speeds up the sales and turnover of recognized brands. This is a concept not generally recognized in academic circles—but, it is important because the expansion of total markets and the upgrading of concepts of needs, can influence our whole economy. Advertising has become an important stimulus to our expanding standard of living, and as a part of increased selling and educational effort it can play an important role in making possible our reaching the goal of a 50% increase in the standard of living within the next ten years.

This need for increased advertising becomes more apparent with the rapid changes in the character of our population—with the changes in age structure, education, reading habits, tv and radio saturation, and mobility.

Ad Budgets Must Rise 121% to Match Market Change Since '51

The individual producer should take into account this rapidity of change in the last eight years in the national market potentials, and in the costs of maintaining a competitive position in this growing market.

Using 1951 as a benchmark for the national advertiser it will require a budget 2-1/5 times as large in 1959 just to maintain his position in the U. S. national market and to give his product or service the same relative advertising support per dollar of sales potential as he had in 1951. See Chart 9.

This is after taking into account the increased cost of reaching a household with a message; the increase in the number of households to be reached; the increased number of messages, or physical pressure, of competitive advertising to offset in each household reached; and the increased potential value, or increased purchasing power, of each household reached.

■ To match just these changes the national advertiser in 1959 would need a budget 121% greater than in 1951 and 34% greater than in 1955.

And now is a good time to increase advertising and selling effort. Total consumer purchasing power in the U. S. has never been at a higher level. The total personal income level of $364.5 billion in February, 1959 was $17 billion higher than a year ago. Disposable personal income after taxes should reach $330 billion by midyear 1959, or $21 billion above the level of the second quarter of 1958.

We need now the courage and vision to expand selling efforts so that confidence can be maintained and the level of consumer buying can be brought back in line with the potential growth of productive ability and capacity. The present high level of consumer discretionary spending power points to the opportunity for efficient increased advertising effort to pay off in profits, as well as to aid our whole economy.

10% Expansion of Demand Needed Now to Stop Inflation

An *expansion of demand* rather than any artificial curtailment of growth is the answer to inflationary pressures in today's economy where we have excess capacity, too much unemployment, and little danger of shortages. An increase in selling effort is needed right now to expand consumption fast enough to spur the increased productivity needed to stop inflation.

We need a 10% increase in consumption in 1959 to a level of $318 billion compared with the $288 billion level of mid-1958. We need a further increase in total purchases of goods and services by consumers up to $330 billion in 1960, or an increase of 15% above the 1958 level. With increases in our standard of living of this magnitude we could have a balanced federal budget even after a 10% cut in tax rates, since the production stimulated by a 10% to 15% increase in consumer demand would so broaden the various bases for taxes that over $80 billion of revenue could be generated even after a 10% tax cut.

This much of an increase in demand could stop inflation by increasing productivity through utilizing more fully our productive capacity and stimulating the need for new plant and equipment, research, and new or improved products.

■ We have the purchasing power and the latent consumer needs for this type of growth in living standards over the next two years. Few realize that we have, today, a $30 billion backlog of consumer buying awaiting activation by increased selling efforts. This is enough additional potential demand to make possible more than a 10% increase in consumer purchases in 1959. Marketing and advertising budgets should be increased by 10% to 15% to take advantage of today's opportunities. An increase in selling effort now can be an important factor in the resumption of growth in our living standards—a renewed growth so urgently needed to bring us back into line with present and future productive ability.

An important retarding factor which may affect the needed growth of our economy is an inflation in the cost of money brought about by a widespread belief that money must be tightened enough to curtail consumer demand and curtail expansion of plant and equipment in order to control inflation.

Considering the usual lag of eight to 12 months in its ultimate effect on demand, this movement toward tighter money, starting with the fall of 1958, could bring about a slowdown in business in

THE NEW VHF STATION

WITH THE ENGINEERED MARKET

• ALBANY
• SCHENECTADY
• TROY

PLAY THIS PLEASANT TUNE ON YOUR CASH REGISTER!

New, powerful WAST is engineered to deliver coverage of a high-spending, fast-growing market.

WAST is the pulse point of the "Golden Circle" covering eastern New York, western Massachusetts and parts of Vermont and New Hampshire . . . with a sales potential of $3,495,571,000 in consumer spendable income.

Retail Sales	$2,379,670,000
Food Sales	615,678,000
Home Furnishings Sales	152,290,000
Apparel Sales	161,191,000
Drug Store Sales	72,532,000

abc

CHANNEL 13 WAST ALBANY, N. Y.

Exclusive ABC for most of its coverage. Investigate . . . write, wire or phone today!

Represented by VENARD, RINTOUL & McCONNELL, Inc.

AUTO OWNERSHIP UP!...20% of Minnesota's families now have two, three or more cars... UP 29% from a year ago, 43% over the U.S. average.

CONSTRUCTION GOING UP!...$20 million in 1959 downtown Minneapolis business construction... $31 million expansion of Minneapolis-St. Paul airport... $35 million Mississippi river harbor project at Minneapolis... $182 million in new Minnesota highways.

96. HELP WANTED, MEN
CONSTRUCTION SUPERINTENDENT
For Minneapolis project. To assume full charge of field activities; must have experience in re-inforced concrete construction & ability to coordinate all sub-contractors work in the field. Top salary will be paid. Write SZ-230 Star and Tribune.
CONSTRUCTION FOREMAN
Grain elevator, must be experienced in North Dakota & Montana. wages, lots of overtime.
Star and Tribune.
CENTRAL WISCONSIN
120-acre farm

ECONOMIC BAROMETER UP!... February "Help Wanted" listings in Minneapolis Star and Tribune UP 40% over a year ago... January greatest month for classified advertising volume in Minneapolis Star history, topping all U.S. evening newspapers.

CIRCULATION UP! New all-time circulation highs for the Minneapolis Star and Tribune: more than 500,000 combined daily, 635,000 Sunday, in the 223-county, 3½-state Upper Midwest market!

INDUSTRIAL DEVELOPMENT UP!... Upper Midwest utilities on the first leg of a four-year, $500 million expansion. One company alone increased its 1959 research budget to $4 million. Minnesota development corporations forming at rate of one a week!

EVERYTHING'S UP IN THE UPPER MIDWEST!

Minneapolis Star *and* Tribune

EVENING — MORNING AND SUNDAY

635,000 SUNDAY · 500,000 DAILY

JOHN COWLES, *President*

the second half of 1959. Expanded selling efforts are needed now to offset this negative factor and to demonstrate that inflation can be controlled by expanding demand with the resultant greater productivity.

■ And, looking a decade ahead, advertising and marketing will become a major factor in the continuing expansion of our national economy and in the growth in living standards throughout the free world. It must play a vital part in the basic task of expanding our U. S. standard of living fast enough to keep up with our productive ability.

Just to catch up with the $700 billion level of production by 1969 will require an expansion of over 50% in sales to consumers—an almost revolutionary change in living concepts of the mass of our population—a change that can take place if we shorten the "habit lag" as mass millions move up in productivity and incomes. But this growth in the U. S. market and standard of living can be of prime importance to world security and world trade. #

Census Speed-Up Means New Data Due by Fall

(*Continued from Page* 73)

Censuses which will be dated 1958. In addition, tooling is well advanced for the Census of Agriculture covering 1959 and the Censuses of Population and Housing to be dated April 1, 1960, for most of the output.

■ While the new Censuses will bear a close resemblance to the preceding models, all will incorporate some new and interesting features which it is hoped will prove attractive to a significant number of users in marketing and related activities. The bureau recognizes the perishability of its statistical output for many purposes, and especially those of market analysis. Therefore, it is devoting much attention to early delivery before the passage of time has spoiled the usefulness of the statistics for many of its potential customers. The greatest gains in this regard are expected for the Population Census, where streamlined production processes are expected to cut more than a year off the publication time for some of the reports. Similar gains, although on a more modest scale, are expected for all of the Censuses.

In the fall of 1959 significant output is expected from the Business, Manufactures and Minerals Censuses. Within a six month period thereafter it is planned to have off the production lines a number of preliminary but comprehensive reports from each Census as briefly described below:

• *Census of Business.* The 1958 activities of almost 3,000,000 retail, wholesale and service establishments will be summarized and presented in a series of preliminary and final area bulletins. The preliminary bulletins, scheduled for issuance in the late summer and early fall of 1959, will provide figures by states on the 1958 dollar volume of sales or receipts for each of a number of kinds of business. Also included will be totals for all retail trade, all wholesale trade, and all selected service trades. For each standard metropolitan area, sales totals will be provided for major kinds of retail and service trade business.

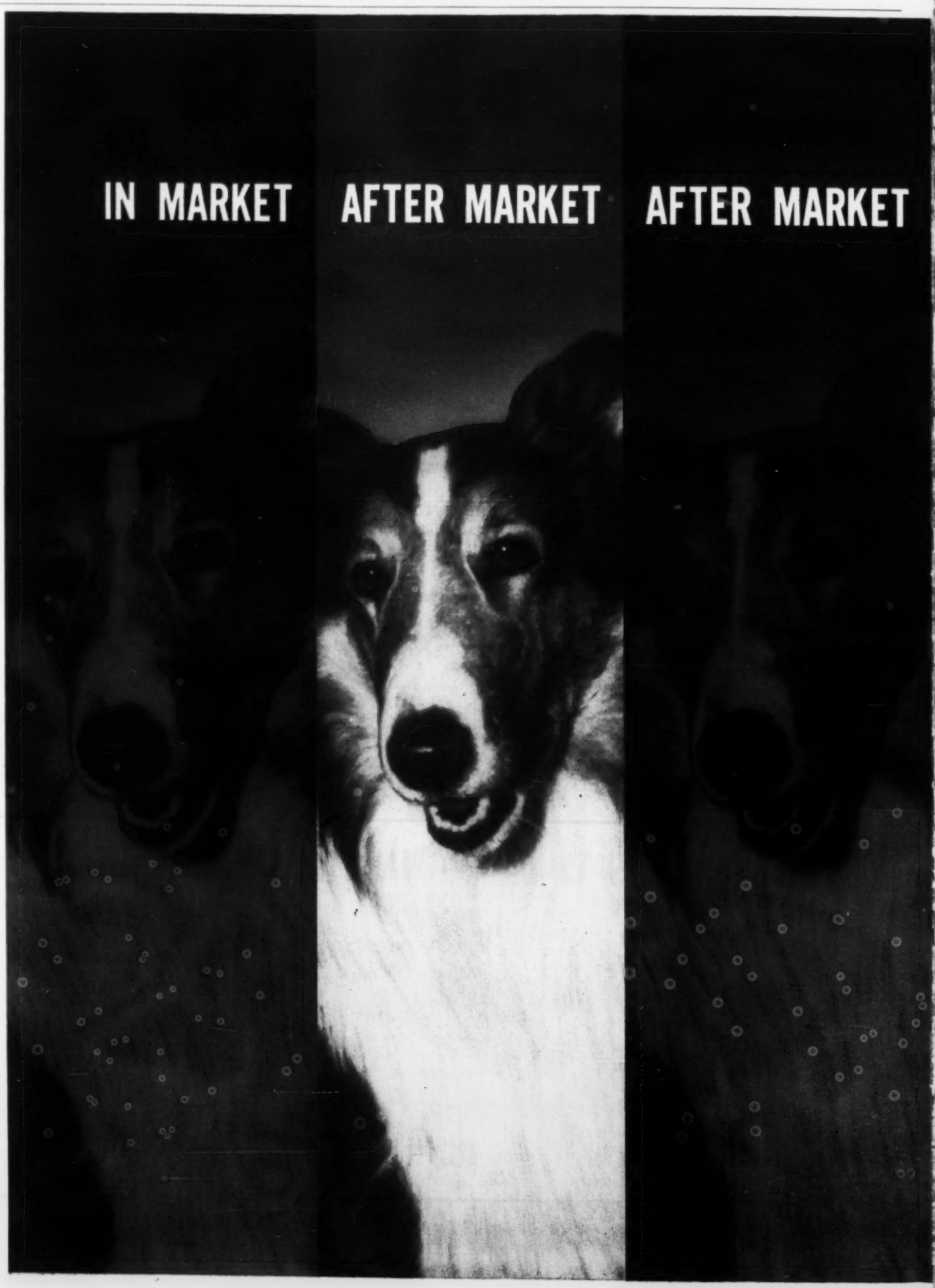
Finally, for each county and each city, village and other municipality of 2,500 or more inhabitants, figures on total retail and total service trade sales will be shown, as will total wholesale trade figures for places of 5,000 or more inhabitants. The planned release schedule, if achieved, will represent an average gain of four or five months over what was achieved in the 1954 Census.

■ The more detailed final area bulletins are scheduled to appear beginning in the winter of 1959-60 and all are expected to be in print by the spring of 1960. These bulletins will continue the same type of tables carried in previous Censuses, including detailed kind-of-business figures for states, standard metropolitan areas, large cities and counties, and major kind-of-business group figures for local areas—counties, cities, villages, etc. In addition, it is planned to provide a new table showing sales for individual kinds of business classified by size of business for each state, each standard metropolitan area, and within each state for groups of counties outside of metropolitan areas, classified by county size.

Later in 1960 the reports for central business districts, inaugurated in the 1954 Census, will be issued. There will be a separate report comparing sales in the central business district with those of the remainder of the standard metropolitan area for each of over 100 large cities. In addition, it is planned to issue a series of reports on sales of retail establishments in a number of the major business centers located within standard metropolitan areas but outside of the central business district. This will be the first time this series of reports will have been prepared.

The so-called "subject" bulletins of the Business Census are expected to be issued during the first part of 1960—an average gain of about a half year over the 1954 performance. These bulletins will include such subjects as sales-size, single and multi-units, employment size, city-size, legal form of organization, wholesalers' commodity line sales, wholesalers' warehouse space, wholesalers' credits, receivables and bad debt losses, special analyses of hotels and motels, power laundries, motion-picture industry, etc.

• *Manufacturing and Mineral Censuses.* The statistical summarization of the more complex reports of manufacturing and minerals companies has always presented a major obstacle in the



way of early publication of results. However, it is believed that many of these difficulties can be overcome by greater use of the new and more powerful electronic data processing equipment now being tested and proven in at the Census Bureau.

If the system can be "debugged" and brought to a high level of performance soon enough it should be possible to begin release of the results of these Censuses before the end of 1959 and to have most of the preliminary summaries in print by the end of the coming winter.

There should be available by that time the so-called general statistics, i.e., employment, payrolls, man-hours, value added, cost of materials, capital expenditures, etc., for each industry and for each state and large county in the aggregate. Some breakdown of industrial activity in each state and standard metropolitan area by major industry groups should also be available during this period which will also witness the inauguration of the series of individual industry advance reports which will ultimately cover several hundred separate industries.

▪ When ultimately completed, the Censuses of Business, Manufactures and Mineral Industries will produce approximately 10,000 pages of statistics, and fill 14 large volumes. In addition, special tabulations tailored to the needs of individual business and compiled at their expense will further increase the volume of information generated by these Censuses. Most of the special tabulations will be requested by concerns primarily concerned with marketing problems.

At the present writing, more than two-thirds of the companies covered by these Censuses have submitted the necessary information, and daily receipts are in accordance with expectations. It would appear, therefore, that the collection phase of the operation will not be the cause for any delay in the publication schedules. There remains one uncertainty that might occasion some slow-down and that is the difficult task of de-bugging and perfecting the programs which instruct the computers in their tasks. Thus, it has fallen to the lot of the 1958 Censuses of Business, Manufactures and Mineral Industries to "prove in" the electronic equipment upon which the success of the forthcoming Population and Housing Censuses depends. #

12th Annual List of New Market Data Presented

(*Continued from Page* 73)

city. Route lists are grouped separately under "local," so that all available items are in one place.

▪ In addition to data presently available, each section also includes a list of "soon to be published" data. These have not yet been released, but are scheduled for early publication. This "soon to be published" list carries numbers, and may be requested through ADVERTISING AGE, but it is primarily presented as a guide for those readers who may be interested in the studies mentioned, and may want to make certain that they do not miss them when they are released.

Although there are over 1,500 individual pieces of market data (*not media data*) listed in this special section, we recognize that the list is by no means complete. For one reason or another, many important pieces of market data material are not listed here, principally because we have listed only such material as the individual publishers have authorized or requested us to list. Nevertheless, the compilation is by far the largest and most complete of its kind ever assembled, and we hope it will prove of real value to the field. #

NATIONAL MARKETS

NOTE: Most items listed here are available without charge, but not all. Those requesting material which bears a price will be billed at the stated price by the publishers.

1000. *Fortune's Twelfth Annual Car Survey*, 1958.

The results of a survey conducted among *Fortune* readers are published in a detailed booklet indicating the ownership pattern of cars, multiple car ownership, and buying preferences among a high-income group, and comparing earlier *Fortune* survey figures. Special attention was given to gathering

JEFF'S COLLIE
© Lassie Programs, Inc. 1959
the sponsor's best friend

LASSIE
is still
outstripping all competition
in its sixth
record-breaking year
on the network.

As **JEFF'S COLLIE,** it is
the best friend too
of the local sponsor.

Now the SECOND YEAR
of **JEFF'S COLLIE**
is available locally.

For your market,
wire or phone collect today.

I T C **INDEPENDENT TELEVISION CORPORATION**

488 MADISON AVENUE • NEW YORK 22 • PLAZA 5-2100

MR. MANUFACTURER:
Is your competition selling to the Negro?

They probably are . . . whether you know it or not. America's 17 million Negroes with money to spend on top quality products are now an important segment of the market for any product. The Negro population is located in the "central city" areas of your major markets.

Interesting, exciting, picture-packed EBONY magazine completely dominates the Negro market. With this one powerful advertising medium, you can get your selling message across to America's Negroes in higher-paid occupations who have real purchasing power.

Call our nearest office for a special showing of our new, color-slide visual.

NEW YORK 36 - 55 W. 42nd ST. LONGACRE 4 8716
CHICAGO 16 - 1820 S. MICHIGAN AVE. CALUMET 5 1000
LOS ANGELES 17 - 1127 WILSHIRE BLVD. HUNTLEY 2 5472

Available Market Data—National

To secure copies of data listed, use the handy coupons

information on the impact of new models.

1001. *Private Aircraft Ownership Survey.*
Private aircraft owners were surveyed for this *Fortune* study which includes background material from government reports on aviation activity, makes and models owned by respondents, future purchasing plans and preferences and utilization of aircraft.

1002. *Company-Owned Aircraft.*
This survey of a national sample of companies owning business aircraft reports on types of planes owned, future purchases of aircraft, purchasing considerations for executive and company-owned planes, and company flying policy. It is available from *Fortune*.

1003. ***Fortune's Study of the Office Equipment Field.***
Fortune queried its readers on three aspects of the office equipment field—office equipment and procedures, office planning and design, and office automation—regarding design, preferences for furniture and fixtures, as well as all types of office equipment. The results are available in three booklets offered by *Fortune*.

1004. *A Fortune Survey of Executive and Employe Benefit Programs and Other Insurance for Business.*
In order to determine company policies and practices regarding executive and employe benefit programs, *Fortune* surveyed its subscribers last summer; the results are incorporated in this booklet along with data on company liability, fire and casualty insurance plans.

1005. *Fortune's Fourth Management Purchasing Study.*
Fortune readers, grouped according to title, occupation and company size, revealed the extent of their direct and indirect purchasing influence on more than 50 categories of industrial products for this survey report available from the magazine.

1006. *The Familiar Stranger.*
A study by Social Research Inc. for True Story Women's Group turned up this character sketch of the typical reader of magazines such as those included in the group, and defines the market she represents in terms of her particular psychology and resulting buying preferences.

1007. *Cosmetics and Toiletries Market—Hair Care.*
Fifteen hundred subscribers to magazines in the True Story Women's Group provided information for this survey report which covers hair problems, frequency of shampoos, types of shampoo products used and specific brand preferences for a variety of hair care products.

1008. *Cosmetics and Toiletries Market—Skin Care, Face Make-Up and Eye Make-Up.*
True Story Women's Group readers also provided the data for this survey report covering their usage and preference for face soaps, cleansing creams, special skin care products, face powder and make-up, rouge, lipstick and eye cosmetics.

1009. *Use of Stews and Other Canned Meat Products by Wage Earner Families.*
Macfadden Publications' Wage Earner Forum, consisting of 1,500 families, supplied data for this report which shows that 37.6% used canned stews within the year considered, 80% serve them without adding any other ingredients, and 64.9% used other canned meat products, such as luncheon meats, corned beef, etc.

1010. *Use of Soaps, Cleansers and Detergents in Wage Earner Families.*
The Macfadden Wage Earner Forum also provided the statistics for this report which indicates, among other things, that 68.8% use liquid detergents for dishes, 48.1% use powder, and 12.2% use cake soap.

1011. *Use of Syrups in Wage Earner Families.*
Another survey report offered by Macfadden Publications shows the extent to which wage earner families serve syrup with pancakes, waffles and other dishes, and the kinds of syrup they buy.

1012. *Insurance in Wage Earner Families.*
Wage Earner Forum respondents to this Macfadden Publications survey reported that 82% of the women have life insurance to 96% of their husbands, 57% of the women and 84% of the men carry accident insurance, and 60% of the women handle the payments on their own policies and 48% handle the payments for their husbands' insurance. Other facts about insurance purchases are included.

1013. *Use of Baby Products.*
This survey includes information on usage and brand preference for such baby products as powder, oil, shampoo, and laxatives, the data supplied by Wage Earner Forum mothers of children under three years of age. The report is available from Macfadden Publications.

TO OBTAIN MARKET DATA USE THIS COUPON

Readers' Service Dept., ADVERTISING AGE

200 E. Illinois St., Chicago 11, Ill.

Please send me the following data (insert code number of each item wanted):

Name ..... Title .....

Company .....

Address .....

City & Zone ..... State .....

This coupon will not be serviced after July 15, 1959

1014. *Jam and Jelly Making and Other Home Canning in Wage Earner Families.*
The extent to which wage earner families make their own jams, jellies and marmalade, as well as the amount of home canning of vegetables, relishes, etc., they do, is indicated in this Macfadden Wage Earner Forum research report.

1015. *Nielsen Report to Retail Drug and Proprietary Stores.*
An illustrated booklet from A. C. Nielsen Co. constitutes its 24th annual report to retail drug stores, giving sales trends between 1957 and June, 1958, by total U. S. and Nielsen territories; rate of turnover; prescription gains; health and beauty aid sales in drug vs. food stores, etc.

1016. *Nielsen Report to Retail Food Stores.*
A. C. Nielsen Co.'s 24th annual report to food stores, like its drug store report, gives data on sales trends, store type and size, shares of selected commodities, supermarket trends, economic impact of population and income, health and beauty aid sales in drug and food stores, along with illuminating maps and illustrations.

1017. *Planning Your Market Operations for 1959 and the Years Ahead.*
Based on an address by J. O. Peckham, A. C. Nielsen Co. exec vp, to the Grocery Manufacturers of America last fall, this Nielsen booklet relates trends of U. S. grocery store sales to gain and loss factors involved in brand competition, compares sales of minor and private brands to major advertised brands, and discusses the trend toward fewer but larger stores.

1018. *The Quickest Way to National Sales.*
Specialty Salesman offers this booklet describing the formation of national direct selling organizations, the requirements for national recruiting of salesmen and distributors, and techniques for market testing and research.

1019. *Christian Herald's Market for the Book Publisher.*
Published the first of this month, this report available from *Christian Herald* summarizes the book buying habits of its readers.

1020. *Inventory Study of Protestant Church Americana.*
Christian Herald will provide this inventory of the facilities and equipment of 200,000 Protestant churches in the U. S. The study also projects the annual expenditures of these churches for construction and equipment.

1021. *Boy Attitudes on Science and Engineering.*
A study conducted by the research service of Boy Scouts of America, sponsored by *Boys' Life*, attempted to measure the attitudes of boys between the sixth and tenth grades toward science and engineering vocations. Included in the report is data on their spare-time interests and academic achievement.

1022. *Boys' Life Survey Data Series 1958—Radios, Records, and Record Players.*
Another offering of *Boys' Life* is this report on record player ownership and preference, records and music preferences, and radio ownership among readers of the publication.

1023. *This Is Boys' Life.*
A folder of data on *Boys' Life* readers, including reader preference statistics on fishing, outboard motors, tools and shopcraft, photography, ham radios, bicycling, riflery, candy and soft drinks, is available from the publisher. Also included are statistics on the Boy Scout market.

1024. *Boys' Life Survey Data Series 1959—Shoes and Shoe Polish Preferences.*
This *Boys' Life* study covers the number of shoes boys own, the kind they buy and where they buy them, as well as their preferences for liquid or paste polish and the number of boys who polish their own shoes.

1025. 1958 *Survey on Sports Attendance.*
Triangle Publications offers a report on the number of people who attended various organized major sports attractions during 1958, with comparative figures for 1957. A comparison between racing and baseball attendance figures in eight major cities is included.

1026. *The Elks Market.*
A 12-page brochure describing the occupations, incomes, possessions and spending habits of *Elks Magazine* readers, based on the current Starch Consumer Magazine Report, is available from the publication.

1027. *Buying and Reading Habits of Subscribers to Army Times, Air Force Times and Navy Times.*
The results of a survey conducted by Erdos & Morgan for Army Times Publishing Co., covering home ownership, automobiles, travel, cameras, shopping habits, male and female readership relating to the domestic military market, are offered in a 31-page booklet by the publisher.

1028. *Mass Selling and Sampling to Millions.*
Characteristics of the U. S. armed forces market at home and abroad and data on the weekly newspapers serving this market are given in this pamphlet published by Army Times Publishing Co.

1029. *What's Happening in America's Private Club Market?*
This question is answered in a folder giving facts on the growth of the private membership club market in recent years, the purchasing power of its constituents, and the coverage given it by *Club Management*, which offers the data.

1036. *Newsweek's Continuing Study of Consumer Buying Plans.*
Launched this year, this *Newsweek* offering is a quarterly report on a continuing opinion study conducted by the National Industrial Conference Board and covering U. S. adult opinions on general business conditions, employment, personal finances; plans to buy houses, automobiles, apparel, household furnishings, and appliances. Results are tabulated by occupation of respondent, location, family composition, and income.

1037. *The Newsweek Survey of Capital Appropriations.*
Published just this month is a report from *Newsweek* on a National Industrial Conference Board survey of capital appropriations authorizing expenditures for new plant construction, plant modernization, new equipment and other capital goods of the 1,000 largest manufacturing companies in the U.S. This booklet contains findings for the fourth quarter of 1958.

1038. *How Liquor Advertisers Spent Their Magazine Adver-*

The Greatest
SELLING FORCE
in French Canada

LARGEST VOLUME
of RETAIL — DEPARTMENT STORE and
TOTAL DISPLAY ADVERTISING of ALL NEWSPAPERS in CANADA

LA PRESSE
DAILY AND ROTOGRAVURE

HEAD OFFICE: MONTREAL, CANADA U.S. REPRESENTATIVES: SHANNON & ASSOCIATES, INC.

THERE'S ALWAYS ONE IN EVERY GROUP

Ever notice people buying tools and materials?

Some men buy tools just to "get by" with the job at hand. But there's always one man in every group whose interests go deeper. He buys tools just as he buys guns, hi-fi or photo equipment. He *knows* what to look for—and why. He is intensely curious about the mechanics of modern living. He's the kind of man who reads POPULAR MECHANICS.

He may be buying a power mower. Or planning to repaint his house. Or replacing the battery in his car. Whatever he does, whatever he buys, you can bet he specifies.

If he is sold on your product, he knows why—and so will his friends and neighbors who respect his special talent for knowing what he talks about.

You can sell him* with your product story in POPULAR MECHANICS. It is *his* kind of magazine. It sparks his thinking on what to do, what to buy—and why

May we modestly remind you that POPULAR MECHANICS leads all magazines in its field in circulation, readership and advertising.

POPULAR MECHANICS MAGAZINE
WRITTEN SO YOU CAN UNDERSTAND IT

A HEARST MAGAZINE

Puts MEN in Motion

Available Market Data—National

To secure copies of data listed, use the handy coupons

tising Dollars in 1958.

Another April publication of *Newsweek* is the 1958 record of magazine ad expenditures and space taken by producers of distilled spirits. Tables include advertising revenue for distilled spirits, wines and beers as listed in P.I.B. magazines.

1039. *Newsweek's Continuing Study of Utility Buying.*

In the interest of determining what procedures are followed and what factors are considered in making major purchasing decisions, *Newsweek* has been studying purchases made by utility companies. Case history purchasing reports now available from the news magazine are as follows: No. 1, a major medical insurance plan; No. 2, a mobile substation; No. 3, a microwave relay system; No. 4, coal-handling conveyor equipment, and No. 5, air-conditioning equipment. A sixth report, on the purchase of structural aluminum, will be published in May.

1040. *A Nationwide Study of the Market for Imported Cars in the U.S.*

The detailed results of a 1958 *Newsweek* study of foreign car sales in the U.S. are offered in three booklets, the first of which reports U.S. public opinion and attitudes toward imported cars as compared with American-made cars. The second booklet is an analysis of the imported car owner himself, while the third covers his magazine reading activity with readership figures for 11 magazines.

1041. *Theater Screen Advertising.*

An illustrated booklet offered by the Theater-Screen Advertising Bureau and published just last month describes the audience available for theater screen advertising and methods of programming screen commercials. Included are analyses of the current movie audience by age, sex, education, occupation and marital status.

1042. *Television* '59.

With the aid of illustrations and charts, A. C. Nielsen Co. describes the national television market for the current year in this booklet, including the spread of set ownership, home viewing patterns and audience composition by age and sex.

1043. *Radio* 59.

A companion-piece to the television report described above, this booklet offered by A. C. Nielsen Co. examines the 1959 national radio market.

1044. *Male vs. Female Influence on the Purchase of Selected Products.*

True offers a 272-page motivation research report analyzing the relative influence of husbands and wives on the purchase of automobiles, tires, business shirts, shaving cream, electric razors, air conditioners, television sets, beer and liquor, outboard motors, air travel and life insurance. Included are candid quotations from respondents regarding their reasons for buying.

1045. *True's* 14*th Liquor Report.*

U.S. liquor consumption figures for January to June, 1958, are compared with the January-June, 1957, period in this *True* booklet, which also analyzes consumption by type of liquor, states and geographical divisions.

1046. *True Magazine Reports on Men's Toiletries.*

This study by *True* indicates the use and brand purchases of such items as razors, shaving creams and preparations, hair dressings, shampoo, deodorants, dentifrices and proprietary medicines among the magazine's eminently masculine readers.

1047. *True Magazine Reports on Smoking Habits.*

True readers provided the data for this report on cigaret, cigar, pipe and pipe tobacco preferences, covering the size of market, brand information and purchasing patterns for each tobacco product.

1048. *True's Sport and Leisure Time Report.*

Sports activities and hobbies of *True* readers are described in this booklet, which also includes data on brand preferences and purchasing habits with regard to these avocations.

1049. 18*th Annual Fawcett Beauty Reader Forum.*

A ten-year trend report of cosmetics use among readers of *True Confessions* and *Motion Picture*, tracing the use patterns of particular products, place of purchase and brand preferences, is available from Fawcett Publications.

1050. *Field & Stream Readership Survey*

This folder contains the results of a readership survey to determine the characteristics of the *Field & Stream* audience, including their buying, smoking and drinking habits, ownership of various accessories and equipment as it relates to the sportsmen's market.

1051. *Popular Gardening Readership Survey*

Popular Gardening conducted this readership survey to determine the characteristics of its readers, especially as it pertains to horticulture, buying habits, gardening preferences, etc.

1052. *A New and Revealing Way to Analyze the New Homes Market*

This is a documented analysis by *New Homes Guide* of the most profitable part of the new homes market: The people who are about to build their own homes and how to reach and sell them. The study breaks down building-materials buyers into two main categories: Discount-controlled market (e.g. development builders) and specification-controlled market (individual home owner-builders and small-scale builders).

1053. *The American Home Reader Consumer Panel No.* 55

This report put out by *American Home* contains a summary of replies to a questionnaire. The subjects dealt with in the questionnaire were furniture, homes of panel members, jellies, jams and marmalade, laundry bleaches, length of time married, paper accessories and rice.

1054. *Food Buying Habits of American Home Readers*

This *American Home* survey of its consumer panel No. 56 covers such food products as cranberries, canned fish, fowl and fruits, meat spreads, raisins and tomato products.

1055. *Housewares Buying Habits of American Home Readers*

American Home's consumer panel survey No. 57 covers bleach, bluing, clothes dryers, cooking utensils, dishwashing habits, dishwashers, laundry habits, mixes and salad dressings, shopping habits, soaps and detergents, soft water, frozen and canned vegetables and washing machines.

1056. *Garden Product Buying Habits of American Home Readers*

This *American Home* report No. 58 is concerned with horticulture and includes such subjects as fertilizers, garden tools, lawns and their care, hand and power mowers, seeds, trees and water supply.

1057. *The American Home Reader Consumer Panel No.* 59

The data in this report by *American Home* reviews bedding, appliances, blankets, blenders, clocks, kitchen cabinets, sheets, towels, future buying plans, oven and cooking units, vacuum bottles and vacuum cleaners.

1058. 20*th Survey of Beauty*

This study by the Dell Modern Group (*Modern Romances, Modern Screen, Screen Stories*) shows brand preferences and buying habits for toiletries and cosmetics of the magazines' young women readers.

1059. *Playboy Rainwear, Outer Wear, Hats Survey*

Playboy's college campus merchandising representatives interviewed men's wear retailers catering primarily to campus trade for this report. Information is given on styles, colors, textures, type of rainwear, outer wear and hats most in demand and percentage of trade in brand name merchandise as compared with "private label" stock.

1060. *Playboy College Men's Store Underwear and Socks Survey*

Playboy's college campus merchandising representatives interviewed men's wear retailers catering primarily to campus trade for this report. Information is given on styles, colors, textures, types of underwear and socks most in demand and percentage of trade in brand name merchandise as compared with "private label" stock.

1061. *Playboy College Men's Store Suits, Slacks, Sportcoat Survey*

Playboy's college campus merchandising representatives interviewed men's wear retailers catering primarily to campus trade for this report. Information is given on styles, colors, textures, types of suits, slacks and sportscoats most in demand and percentage of trade in brand name merchandise as compared with "private label" stock.

1062. *Playboy College Men's Store Shirt Survey*

Playboy's own college campus merchandising representatives interviewed men's wear retailers catering primarily to campus trade for this report. Information is given on styles, colors, textures, types of shirts most in demand and percentage of trade in brand name merchandise as compared with "private label" stock.

1063. *Advertiser's Guide to Male Market*

This handy slide chart prepared by *Playboy* compares reader char-

TO OBTAIN MARKET DATA USE THIS COUPON

Readers' Service Dept., ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

Please send me the following data (insert code number of each item wanted):

Name ..... Title .....

Company .....

Address .....

City & Zone ..... State .....

This coupon will not be serviced after July 15, 1959

Picture Q*

*What's your WOODquotient?

WOOD-AM devotes more time to news than any other station in Grand Rapids. How many minutes per day? 248 263 197

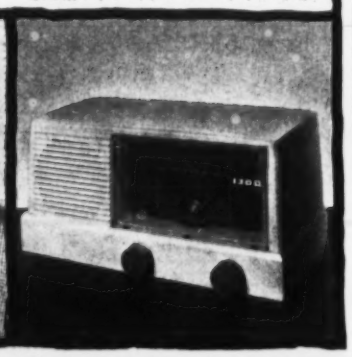
(Depends which day; average is 248)

5-county Pulse surveys show WOOD-AM with the greatest share of audience for how many consecutive years? 10 6 3

(Pulse only has surveyed for 6, but WOOD has been first for 35)

WOOD-AM personalities have double impact because they are: listened to by martini drinkers—stereophonic—appearing both on radio and WOOD-TV.

(All three, but mostly the latter)



Which Grand Rapids station has the only easily-remembered frequency?

(Ahh, you know? WOOD is the only "even 1300" station — everybody knows "radio 13".)

How to rate your WOODquotient:
0 right — Where were you last night?
1-2 right — Let the Katz man fill you in.
3 right — T.B.E. — (Time Buyer Extraordinaire)
4 right — Just renewed your schedule, eh!

WOOD-AM is first—morning, noon, night, Monday through Sunday
April '58 Pulse Grand Rapids—5 county area.

WOOD AM TV

WOODland Center, Grand Rapids, Michigan

WOOD-TV — NBC for Western and Central Michigan: Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing.
WOOD — Radio — NBC.

STRAIGHT-LINE ADVERTISING IN PENNSYLVANIA FARMER PENETRATES

All sales are local. Your ads sell best when they give your sales story in local terms. Localized ads, and PENNSYLVANIA FARMER's local editorial material, take you direct to the prospect. We have on-the-spot field reports you can use. We'll help you with pictures and testimonials. Changes are made quickly, economically because PENNSYLVANIA FARMER is printed by gravure.

5 WAYS TO "STRAIGHT-LINE" YOUR ADVERTISING

1 Local pictures

2 Local testimonials

3 Local prices and terms

4 Local dealer listings

5 Local coupon returns

No waiting for harvest time in Pennsylvania. Agriculture is diversified — farmers sell all year 'round. Income is steady . . . and big. Among the 49 states, Pennsylvania is "top third" in farm income . . . ranks second in poultry income; third in peaches; fourth in apples; fifth in milk production; sixth in cherries; eighth in pears.

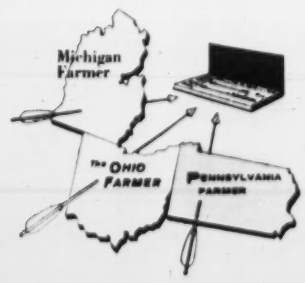
Send for free booklet that explains and illustrates in detail how you can tailor your ads for better sales penetration.

• New evidence proving how national advertisers are making budget dollars go further, dig deeper, yield more sales!

Pennsylvania Farmer

Harrisburg, Pennsylvania

AFFILIATED WITH STAUFFER-CAPPER PUBLICATIONS, INC.



STRAIGHT-LINE *Advertising service available also in THE OHIO FARMER and MICHIGAN FARMER.*

Available Market Data—National

To secure copies of data listed, use the handy coupons

acteristics, average newsstand sale, circulation, etc., of nine media and U.S. census figures.

1064. *Income, Occupation and Family Composition Study*
This study by *Sports Afield* contains the results of a survey directed to 5,000 subscribers. Seven questions were included in the study, covering such subjects as marriage, children, home ownership, age, income, occupation, multiple readership.

1065. *Dog Food Study*
This study contains the results of a survey directed to 10,000 *Sports Afield* subscribers. Ten questions were included in the study, including the subjects of dog ownership, dog food buying habits, money spent on dogs each year, etc.

1066. *Data on Home Handymen*
Home Craftsman has prepared a market data sheet (No. 10) showing projects home handymen subscribers have started and completed within the past year.

1067. *Management Purchasing Influence*
This 32-page booklet by *Business Week* details the influence of top management in business and industrial purchasing, pointing out the reasons why continuous communication with executive management through advertising is essential to those who "do business with business."

1068. *The Travel Market* 1958
This is a report on the vacation travel patterns and attitudes of American families as revealed in a survey made by *Time*.

1069. *Buying Habits of Time Subscribers*
This 1958 home study by *Time* is a sample census of *Time* subscriber families' living and buying habits including car ownership and rental, and ownership of appliances, kitchen remodeling, telephones, etc. The entire study or separate pages for the different categories are available.

1070. *Health and Beauty Aid Sales in Food and Drug Stores*
This is a compilation of market data on comparative sales of specific drug and toiletry products through drug and food stores over the past five years. Issued by *Everywoman's Family Circle*.

1075. *Fawcett Women's Group Beauty Reader Forum, August,* 1958.
A detailed report on the use, brand preference, and purchasing habits of readers of *True Confessions* and *Motion Picture* for make-up and nail, hand and skin care products is given in a 40-page booklet available from Fawcett Publications.

Use the Coupons in Requesting Data

1076. *Fawcett Women's Group Beauty Reader Forum, May,* 1958.
Another Fawcett Publications booklet provides data on use, brand preference and place of purchase of hair preparations and products for cleanliness, oral hygiene and personal daintiness by *True Confessions* and *Motion Picture* readers.

1077. *Mechanix Illustrated Sport and Leisure Time Survey.*
This is a report covering participation in such active sports as fishing, boating, hunting, and shooting, along with equipment ownership and a brand analysis of products owned by *Mechanix Illustrated* readers.

1078. *The College Freshman Story.*
A report on what female college entrants buy in the way of basic equipment and an interesting description of the gifts they receive are included in this booklet offered by *Seventeen*.

1079. *The High School Story.*
A Eugene Gilbert & Co. study conducted for *Seventeen* is summarized in this booklet offered by the magazine and covering the back-to-school needs and purchases of high school girls.

1080. *The Beauty Habits and Product Preferences of Young Women Under Twenty, No.* 2.
The second report by *Seventeen* on usage and brand preferences of young women for skin, hand, and hair care, oral hygiene and personal daintiness products has just been published and is available to advertisers interested in this market.

1081. *The Negro Market Outlook and Buying Plans for* 1959.
The results of a January survey of Negro families in 14 major markets are given in this pamphlet available from Johnson Publishing Co. Included are purchasing plans for consumer durables such as new cars, home furnishings, new homes, hi-fi sets and air conditioners, compared with the total market for such products.

1082. *Columbia Magazine Audience Survey No.* 401.
This 30-page survey report covers education, family composition, income, home tenure, and brand preferences for a variety of products among readers of *Columbia*.

1083. *Five Major Sunday Magazine Groups.*
First Three Markets Group offers this data sheet giving retail and food sales for major metropolitan areas and Sunday magazine service in each area.

1084. *Ten Key Markets.*
Also offered by First Three Markets Group is a statistical summary of purchasing power in top ten U.S. markets as shown by retail sales, food store sales, apparel store sales, drug store sales, etc.

1085. *Individual Newspapers of Five Major Sunday Magazine Groups.*
A chart giving retail and food store sales in standard metropolitan areas where five Sunday magazine groups are published and the ratio of sales to circulation for the five magazines is available from First Three Markets Group.

1086. *Boat and Outboard Motor Ownership and Plans Among Outdoor Life Families.*
Single data sheets offered by *Outdoor Life* report the number, size and type of boats and outboard motors owned by its readers, as well as the primary use to which they put their equipment.

1087. *Survey of Market for Two-Way Communications Sets.*
A report published by *Outdoor Life* details ownership of two-way radio communication systems among its readers and data on brands, type of use, cost of equipment and geographical distribution.

1088. *Razor Survey.*
A single data sheet available from *Outdoor Life* summarizes the shaving habits of respondents and shows ownership of electric and safety razors.

1089. *Fishing and Hunting License Statistics.*
Outdoor Life also offers this se-

Yours for the asking . . .

5 AUTHORITATIVE TEXTS ON MODERN DIRECT MAIL

What we expect our Advertising Agency to do for us in Direct Mail

By Frank J. McGinnis, Truck Advertising Manager, Ford Division, Ford Motor Company

Mr. McGinnis tells how Ford made Direct Mail a full-fledged advertising partner . . . and what resulted. He explains how to employ "personal involvement" in direct mail, and he discusses five responsibilities of the agency in its administration of direct mail for its clients.

The Power of Personal Communication

By C. Norman Fry, Vice President, National Sales, Direct Mail Division, R. L. Polk & Co.

Read why personal communication has such great power to generate action. Mr. Fry enumerates the steps necessary to plan effective "person-to-person" advertising. He also reviews the creative opportunities this medium offers, and he suggests how to evaluate advertising costs.

Creativity in Direct Mail

By Ferd Ziegler, Vice President, McCann-Erickson, Incorporated

Mr. Ziegler explains why attitude is so important to the advertising agency's creative function in direct mail. Learn what the eight dimensions of truly creative direct mail are. And find out why showmanship and salesmanship must be integrated for successful direct mail.

The Place for Direct Mail in the Advertising Agency

By Paul John, Director and Coordinator, Direct Mail Department, Campbell-Ewald Company

Why did Campbell-Ewald establish a special direct mail group four years ago? Mr. John gives the reasons . . . and diagrams five basic set-ups for direct mail groups within existing agency frameworks. He reports on Ceco's exploration of direct mail markets, applications and research.

3 Laws of Buying Behavior

By H. H. Geddes, Director of Research, Direct Mail Division, R. L. Polk & Co.

Mr. Geddes outlines the four immediate objectives of any advertising . . . and tells why selective advertising is so important. He cites the clues by which prospects for most products can be identified, and he explains what was disclosed by "The Law of Successive Refinements."

As the world's largest publisher of direct mail advertising, we are happy to make these texts available without charge. Advertising and sales executives, as well as agency personnel, will find them helpful and informative. Just drop us a line, indicating whether you wish the entire set or individual books.

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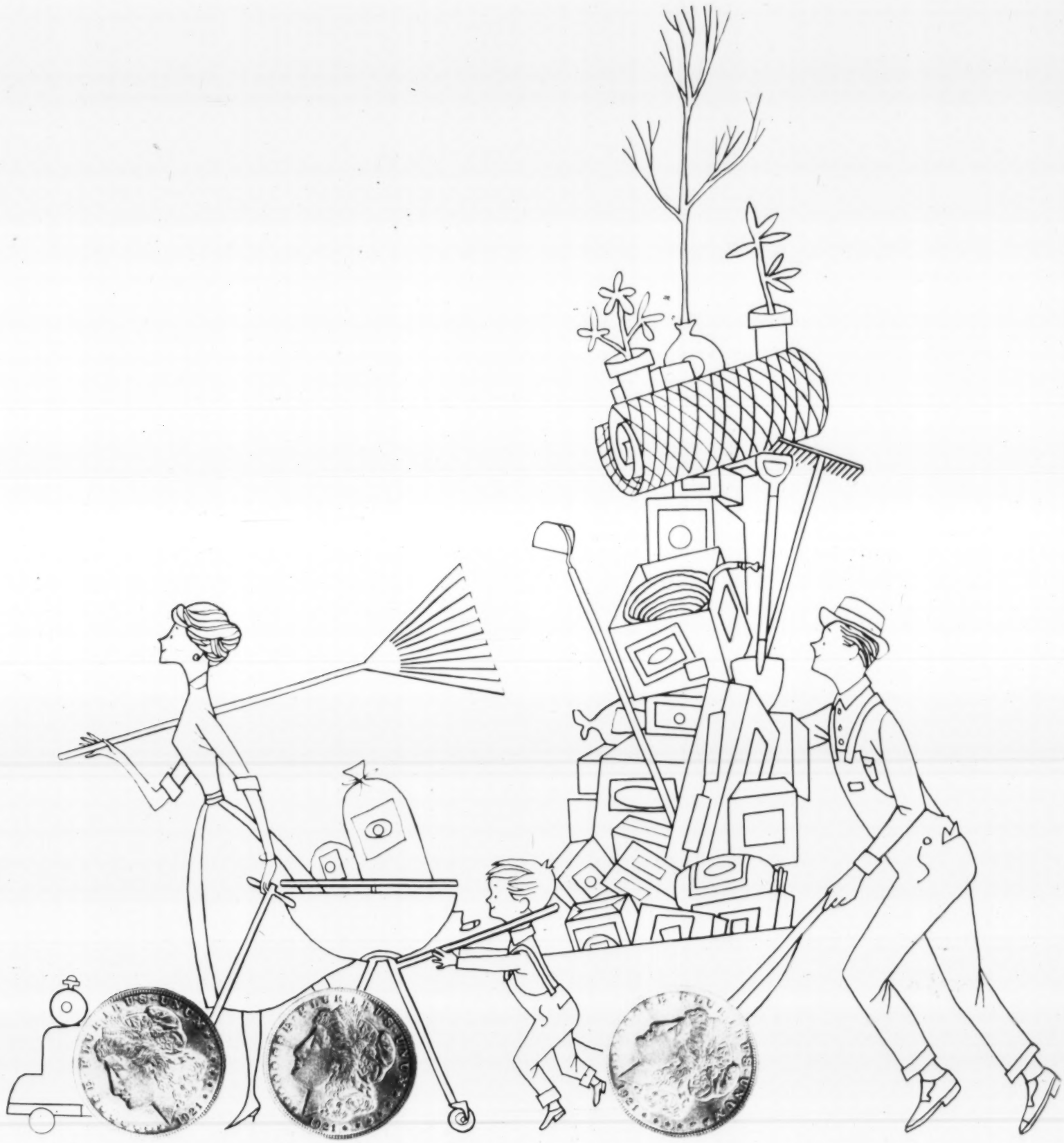
DALLAS • LOS ANGELES • SEATTLE • HONOLULU • QUEBEC CITY • VANCOUVER • AND OTHER PRINCIPAL CITIES.



TRIB READERS BUY MORE

BECAUSE THEY'VE GOT MORE... In fact, the latest Herald Tribune Home Study* shows that more than two-thirds of TRIB families are in the $7,000-plus bracket and almost twenty percent top $15,000! Four out of five own their own homes and they're mainly high-ticket houses on sizeable lots. Get all the details on the Herald Tribune *quality* families. They have the means to buy *quantity!*

NEW YORK **Herald Tribune**

Today's **VITAL** *Newspaper!*

230 West 41st Street, New York 36, N. Y.

● A European Edition of the Herald Tribune is published daily in Paris

*NASSAU/SUFFOLK/WESTCHESTER/FAIRFIELD COUNTIES

IT PAYS

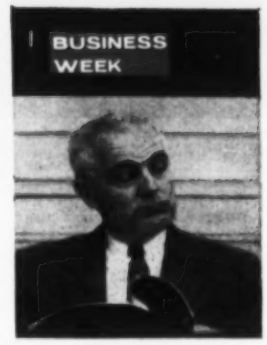
TO CALL IN A

BUSINESS SUIT

WHEN YOU CALL ON

A BUSINESSMAN

Your message to management can get lost in the diverting atmosphere of "relaxation" media. Dress your advertising in a business suit when you want to sell a management man! Best-tailored: Business Week. You can't escape that conclusion when you examine the "25-Company Study" of the reading habits of 28,679 customers of 25 major companies, just published. Shows Business Week best-read among management men, at lowest cost, of any publication in its field. Ask for a copy! *A McGraw-Hill Magazine.*



BEST-READ AT LOWEST COST

Available Market Data—National

To secure copies of data listed, use the handy coupons

ries of data sheets giving the number of fishing and hunting licenses issued by states, *Outdoor Life* readers and families who take them out, fishing licenses and their cost by states, and the cost of hunting and fishing licenses by states.

1090. *U.S. Camera Readership Survey*, 1958-59.

U.S. Camera Publishing Corp. queried readers regarding their present ownership of and plans to buy photographic equipment and offers the detailed results in this booklet.

1091. *Women's, Teen-Age Girls' and Children's Footwear and Hosiery.*

Good Housekeeping has published this 146-page brochure giving the results of three separate surveys of its consumer panel members. The report, which includes respondents' comments, is available at $1 per copy.

1092. *Product Endorsement Study #3.*

The results of a survey conducted by Crossley, S-D Surveys Inc. for *Good Housekeeping* among female managing heads of households regarding their awareness of and attitudes toward product seals, stamps and endorsements are included in this booklet available from the magazine.

1093. *Household Cleaning Supplies and Equipment.*

Another report from the *Good Housekeeping* consumer panel includes data on dishwashing, laundering, and general household cleaning habits and product preferences, as well as consumer comments. It is available at $1 per copy.

1094. *Survey on Lawn Care Among Flower Grower Readers.*

Flower growers are also grass growers as this report from *Flower Grower* indicates with data on readers' property size, percentage of property devoted to lawn, and use of and interest in power mowers, sprinklers, grasses, fertilizers, weed killers, etc.

1095. *Office Equipment—A Study of Purchasing Power.*

A 17-page booklet available from *Forbes* reports a study of that magazine's audience regarding authorization and/or recommendation of the purchase of office equipment by respondents. Included is a breakdown of the audience by business, position, size of company, sales volume and number of employes.

1096. *How the New Organic Gardening & Farming Sells Products for You.*

A little illustrated booklet from *Organic Gardening & Farming* describes its readers in terms of sex, income, home ownership, etc., as well as their specific interests in gardening activities.

1097. *The Buying Habits of Prevention Readers.*

This is a folder available from *Prevention* summarizing its readers' purchasing habits for vitamins and food supplements.

1098. *Facts You Should Know About Prevention.*

The function of *Prevention* and the characteristics of its subscribers—sex, income, home ownership, age, geographic location—are described in this booklet offered by the health magazine.

1099. *The Wall Street Journal Vacation & Travel Research.*

More than 3,000 subscribers to *The Wall Street Journal* revealed how, to what extent, and where they travel during summer and winter vacations, and the extent of their business traveling; the results are summarized in a 28-page booklet available from the newspaper.

1100. *'59, the Growth Year . . . The Growth Industry.*

A folder offered by the publisher of *Manufactured Homes* includes information on the growth of the prefabricated house industry and yearly figures on specific materials used nationally by the industry.

1101. *Metropolitan Daily Newspaper Market Data—1958.*

Offered by the *Richmond Times-Dispatch* and the *News Leader*, this detailed brochure summarizes current *Sales Management* estimates of population, households, net buying income, consumer spending units, and retail sales by class for 168 newspaper markets.

1102. *Realites in America Gallup Report.*

A study of reader income, homes, travel, beverage consumption, car ownership, occupation and ownership or plans for buying a variety of products is available from *Realites in America.*

1103. *McCall's Home Laundry Survey.*

When *McCall's* surveyed the importance of modern laundering methods and equipment in the homes of its subscribers it came up with data on the frequency and amount of home laundering, ownership and use of equipment, location of laundries (actual and ideal), appraisals of equipment owned and currently available, and readers' plans for future purchases of laundry equipment, reported in this brochure.

1104. *Survey Among Subscribers to Road & Track.*

Characteristics of subscribers to *Road & Track*, motor enthusiasts' magazine, and information on the cars they own and intend to buy are given in this survey report offered by the publication.

1105. *A Report on the Retail Buying Habits of Theater-Goers.*

The results of a survey of 1,251 New York theater-goers regarding their retail buying habits are recorded in this series of data sheets offered by *Playbill*. Respondents named their favorite stores, listed charge accounts, and indicated frequency of shopping expeditions.

1106. *Ownership of Phonographic and Color Television Equipment by Theater-Goers.*

Another study of theater-goers offered by *Playbill* indicates the extent of ownership of various types of phonographs and plans for purchasing stereophonic or hi-fi equipment, and ownership of and buying plans for color television receivers.

1107. *Profile of the Theater Market.*

A 52-week study of New York theater patrons conducted by Manhattan College for *Playbill* produced this analysis of audiences which includes age, sex, income, size of family, marital status, and frequency with which they attend the theater. Summer and winter, matinee and evening performances were covered, as well as a variety of types of stage offerings.

1108. *Moody Monthly Puts Your Sales Message on Target with Two Profitable Markets.*

A booklet offered by *Moody Monthly* describes the double audience this Protestant publication serves—churches and church institutions, and private Protestant homes.

1109. *The Bridal Market.*

Facts and figures about the U.S. bridal market, based on a study of young women whose names were obtained through marriage license bureaus throughout the U.S., are

HIGHER READERSHIP*

WORCESTER'S own INDEPENDENT
Locally Edited SUNDAY SUPPLEMENT

Publication Research Study 9/28/58

Read by
95% WOMEN
92% MEN

. . . far higher readership than that obtained by the National Syndicated supplements (at best 79% Women—76% Men) . . . and ALSO HIGHER than the National Average among other independent magazines (92% Women — 85% Men)

- The only locally edited Sunday Magazine in Central New England
- Saturation coverage of Massachusetts' 2nd MARKET, A BILLION DOLLAR MARKET AREA**
- Our letterpress process recognized as the best in reproduction
- Highest readership throughout. Circulation 105,300 Sunday.
  Daily 162,449 or 91.9% Coverage (Worcester County)

**E.B.I: — Sales Management Survey of Buying Power May 1958

The Worcester
TELEGRAM AND GAZETTE
WORCESTER, MASSACHUSETTS

MOLONEY, REGAN & SCHMITT, Inc.
National Representatives

OWNERS OF RADIO STATION WTAG AND WTAG-FM

Wonderful invisible animal!

Down in Washington, D. C., there is a wonderful, invisible animal—a composite of cow, sow, ewe, goat, hen and turkey.

It was invented by the US Department of Agriculture, and is based on animal numbers, weights and prices. It is called the Livestock Production Index; and naturally enough, indicates the status of livestock in the U.S.

If you are interested in meat (to eat), livestock or markets—you will be glad to know that the LP Index has been doing just fine in recent years. Grew 27% from 1948 to 1958!

The LP Index also indicates one reason why SUCCESSFUL FARMING subscribers, despite fluctuations in farm prices, have managed to earn more every year, and become better customers.

Although SF subscribers number only 1,300,000, they produce an estimated 47% of cattle and calves, 62% of the hogs and pigs, 41% of milk cows. SF farm families estimated annual cash income from farming, incidentally, has averaged about $10,000 for the past decade, was higher in 1958.

These SF farmers are among the country's best. Their average holding is over 300 acres. They are better farmers because they read SF. And they read SF because they are better farmers. The small, inefficient or marginal farmer has no use for SF because it doesn't fit his operation, or lack of it.

Every issue of SUCCESSFUL FARMING helps a smart farmer dozens of ways to save effort and expense, to get more for his time and money, to increase his profit and prospects. And every issue helps the farm family to live better, get more out of life. SF subscribers not only read this magazine but study it, save it for future reference, and believe in it because it has never let them down. No other medium can match it in influence that gets extra reception and extra response for every advertisement on its pages.

SF farm families have money to spend—and these days are spending heavily for better homes, better living. If you want more sales this year—and better balance

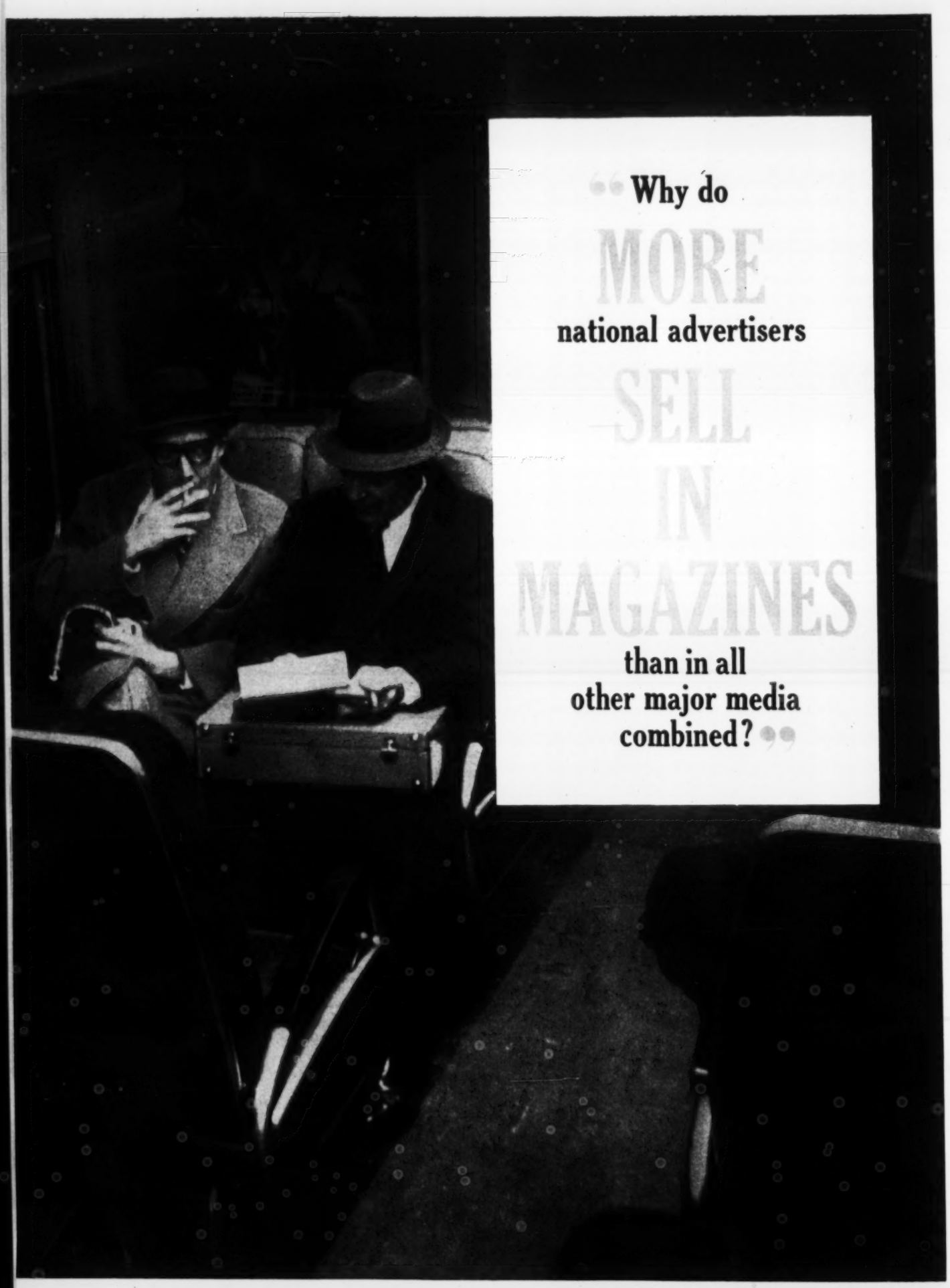
in your national advertising program—use SUCCESSFUL FARMING. Any SF office can give you the details.

Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans.

Like it hot or cold!

Successful Farming farm families in a year buy twice as many cold cereals, and three times as many hot cereals as urban families! SF farm families are bigger, eat more, are choice grocery customers. Estimated average cash farm income of SF farm families exceeded $10,000 for more than a decade—makes them exceptional prospects for all consumer goods. Successful Farming delivers sales, better balance, and influence based on 57 years of service. Details any SF office.

Successful Farming . . . Des Moines, New York, Chicago, Atlanta, St. Louis, Cleveland, Detroit, Philadelphia, San Francisco, Los Angeles, Minneapolis.



"Why do
MORE
national advertisers
SELL
IN
MAGAZINES
than in all
other major media
combined?"

Magazine

"... magazine prestige helped create one of the best recognized brand names in the industry..."

"... advance sales magazines did an ex

"... outsells all competition — national advertising concentrated overwhelmingly in magazines..."

s build sales today–growth tomorrow– *because...*

"The post-war years have seen Argus Cameras, now a division of Sylvania Electric Products, Inc., grow to a major factor in the U.S. photographic industry. During this growth, Argus has been a consistent user of magazine advertising.

"Camera and projector advertising must sort out interested prospects and hold their attention long enough to note the merits of the product. Argus has found the magazine format a good environment. With national distribution, covering all sizes of markets and types of outlets, Argus finds that magazines offer economic, efficient coverage . . . meet the test of strong support demanded by dealers.

"For a precision product, brand image is important. Argus has used the prestige of leading magazines to help create one of the best recognized brand names in the industry."

ARGUS CAMERAS

exceeded all estimates—
ellent job..."

"Primary aim of this series of magazine advertisements preceding introduction of jet service was to establish American Airlines leadership in jet service within the U.S. In addition to facts about speed, copy emphasized the personal pleasures of jet flight.

"To reach the maximum number of potential travelers at the lowest possible cost — magazines were a natural choice, and the use of color served to give additional impact. American, a leading magazine advertiser for years back, put behind its jet announcement campaign the largest magazine list in the company's history.

"Results? Advance sales exceeded all estimates and American is satisfied that national magazines did an excellent job in helping to establish its franchise of leadership in domestic jet service. In 1959, American is continuing a substantial magazine schedule."

AMERICAN AIRLINES, INC.

"Simmons has been a national advertiser for 43 years — a period which parallels our years of greatest growth. During that time our advertising has been concentrated overwhelmingly in magazines where we have had the advantages of *quality presentation* and *selectivity*, and have been able to achieve sufficient tonnage and coverage to get strong local impact.

"All studies on mattress preference have demonstrated that *Simmons* and *Beautyrest* and *Hide-a-Bed Sofa* have not only the highest position in our industry — but a familiarity among the general public that ranks among the highest of products or companies in any industry.

"Furthermore, Simmons has consistently outsold all competition by wide margins since 1925 when the now-famous *Beautyrest* was introduced through magazine advertising."

SIMMONS COMPANY

"...share of market even greater since use of full-color magazine advertisements..."

"Our advertising objective is to promote greater brand awareness (1) in terms of consumers; (2) in increased consumption rate with current users. We try to develop campaigns that offer merchandising possibilities with related products at the supermarket level.

"Only through magazines are we able to pre-select the audience with the highest consumption opportunities. Factors such as female readership, age of women readers, size of family and family income are important to us.

"Although Underwood Deviled Ham has been a well-established product for almost a century, and holds an envied 'brand preference' position—since we have been using full-color magazine advertising, we have seen our share of the market grow to even greater strength. We have built even more strongly our brand position."

WM. UNDERWOOD COMPANY

People believe what magazines say

Who, what, when, where — other media can tell. But Americans turn to magazines to find out why. Today, every literate American owes to magazines some of his knowledge, judgments, opinions and convictions — for people read and believe what magazines say. That's reflected in the way people feel about magazine advertising. "The public's attitude is that a magazine advertisement is a sworn statement of fact," says a leading advertising man. Another puts it this way: "Because of the tremendous volume of advertising and the welter of claims and counterclaims, today there's a great premium on magazines' believability."

Magazines put you in direct touch with the reader's mind

The deliberate concentration of the reader is a major reason why magazine advertising works. It results in deeper, more lasting impressions. Magazines call upon the reader at his convenience; they stay as long as he wishes, available for repeated reference. Magazines can also place useful material in people's hands — cookbooks, money-saving coupons, product samples. Magazines work for sales in more ways than any other medium.

Magazines can get you anyone or everyone

Want families particularly interested in homes? Want dual audience? Want teen-agers, or housewives or fashion-followers, or men? Or do you want everyone that's worth getting in the whole U.S. buying market? (Survey after survey proves that magazine readers earn more, spend more.) There is a magazine or group of magazines to sell your kind of product to your kind of audience, since each magazine draws to its pages a group of readers of common interests, tastes, desires.

The magazine is a trusted buying guide

Consumer confidence in magazines is a big reason why most marketers use magazines as the basis for their merchandising. And realistic product reproduction — with eye-catching, lifelike colors available — gets immediate recognition at point-of-sale . . . adds to magazine merchandising values. Retailers know that their best customers prefer to "shop" the ads in magazines — and to shop in the stores that display products they saw in magazines. Clearly, magazines are the most merchandisable medium.

Magazine Advertising Bureau of MPA
271 Madison Avenue, New York 16, N. Y.

Available Market Data—National

To secure copies of data listed, use the handy coupons

provided by this brochure published by *Bride's Magazine*. Highlights include the fact that U.S. brides are better educated than U.S. women as a whole, 29% having attended college.

1110. *Churches Are Spending Billions.*

An illustrated booklet available from *Christian Life* supplies data on the extent of current church buying of all kinds of institutional equipment and facts about who does the buying, as well as the makeup of the conservative Protestant audience served by the magazine.

1111. *A 1958 Study of Major Magazine Spread Traffic.*

A new wrinkle in magazine readership studies is suggested by this report, available from *Look*, which checked reader recall of either of the two facing pages of each spread in a given magazine. Publications included in the study, in addition to *Look*, were *Life, The Saturday Evening Post, Ladies' Home Journal, McCall's* and *Reader's Digest*.

1112. *The U. S. Market* 1958.

A market folder containing data on buying income, total retail store sales, sales of food, furniture, cars, gasoline, hardware and drug products in the U. S. last year, plus magazine and newspaper supplement audiences by geographic areas, is available from *Look*.

1113. *The Audiences of Nine Magazines*, 1958.

A detailed report of an Alfred Politz Research study of magazine reading in relation to markets defined by product ownership and purchasing habits is supplied by this 76-page brochure available from *Look*. The nine magazines are, in addition to *Look*, *Better Homes & Gardens, Good Housekeeping, Ladies' Home Journal, Life, McCall's, Reader's Digest, The Saturday Evening Post* and *Time*.

1114. *Audiences Reached Through Magazine Combinations.*

A followup of its study of "The Audiences of Nine Magazines, 1958," this *Look* offering details the audiences of all pairs, trios and quartets within the group.

1115. *National Automobile and Tire Survey*, 1958.

Another *Look* brochure provides purchasing information about people who own, recently bought or plan to buy new cars, tires, or other automotive equipment, based on an Alfred Politz Research survey conducted for the magazine.

Use the Coupons in Requesting Data

1116. *Market Study of the Kiwanis Magazine Audience.*

This extensive booklet about *Kiwanis* readers is divided into three sections, the first of which deals with reader characteristics such as type and size of businesses in which they are engaged, job responsibilities and buying authority for capital equipment, etc. Part II gives age groups, home ownership, family composition, car ownership, income, tobacco usage, and insurance ownership, while Part III reports on hobby interests and vacation travel.

1117. *Captive But Not Caged.*

This title describes readers of the *Lion Magazine* whose occupations, positions, purchasing influence, travel, income, appliance ownership, civic activities, etc., are indicated in an illustrated booklet available from the publication.

1118. *Culinary Review Report No. 501.*

Just published this month is a 12-page report on the changing position of master chefs in the U. S. food industry picture, giving the function of executive chefs and other data about readers of *Culinary Review*.

1119. *A Survey of Buying Plans Conducted Among Private Electric Utilities.*

Nation's Business has published this survey report on private electric utilities executives' plans to purchase industrial machinery, plant and office equipment, materials and furniture, business insurance, vehicles, and maintenance supplies in 1959.

1120. *A Study of the Community Activity of Business Executives.*

A cross-section of *Nation's Business* subscribers who own all or a part of their companies reported extensive participation in civic, charitable, social, fraternal and other similar activities in their communities, according to this survey report available from the magazine.

1121. *A Survey of Buying Plans Conducted Among the Largest Manufacturing Bakeries.*

Executives of 694 manufacturing bakeries were respondents for this report on bakeries' ownership of trucks, tractors and trailers, use of advertising and insurance, plans to modernize and purchase all types of plant and office equipment. It is available from *Nation's Business*.

1122. *A Survey of Steel Warehouses.*

Conducted among chief executives of all steel warehouses in 158 standard metropolitan areas, this *Nation's Business* survey shows size of company markets in terms of areas, types and sizes of business done, the types of businesses considered "best customers" and the importance of various buying influences. Also included are inventories carried, number and makes of motor vehicles used, and use of local advertising.

1123. *The New York Security Analyst—Key to the Nation's Investment Dollar.*

A report published by the *Journal of Commerce* analyzes the importance of New York security analysts in the financial field, their influence on investments, and reading habits.

1124. *Import Bulletin and Export Bulletin Subscriber Analysis and Market Survey.*

A booklet describing subscribers to the *Export Bulletin* and, separately, subscribers to the *Import Bulletin*, is available, analyzing buying power and the services they either recommend, specify, authorize or otherwise influence for purchase.

1125. *A Security Market Running into Billions.*

Published last December, this booklet offered by the *Journal of Commerce* is a tabulation of the corporate security holdings of leading insurance organizations throughout the country, emphasizing the importance of these companies as a market for securities.

1126. *The Corporate Personality.*

Six reports on a continuing series of pilot studies being conducted among business executives to determine the public relations quotient of leading companies within given fields are offered by *Nation's Business*. Now available are studies of non-ferrous metals, steel, paper and electronics manufactur-

THE BIG 629 MILLION DOLLAR ST. PAUL MARKET IS STILL GROWING STRONG!

The big St. Paul Market really means business! 629 million dollars worth a year . . . and buying power like that is only one facet in the amazing growth of this ever-expanding 3-county* market of 516,500 people!

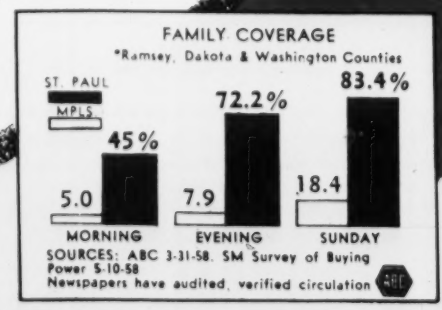
The financial vitality of prosperous St. Paul will get a business-boosting shot in the arm with the upcoming construction of two great new stores that are destined to make retailing history. Dayton's, Inc., one of the nation's Top Ten, is already in the blueprint stage for the greatest store between Chicago and the West Coast . . . in Downtown St. Paul. And on the fringe of the St. Paul loop, Sears will soon break ground for still another retailing giant.

Coupled with the pulling power of these two great new stores is the fact that the Minnesota Highway Department has completed new super highways that are funneling thousands of shoppers—and millions of dollars—straight into St. Paul.

All of the facts and figures add up to constant, surging *growth* for St. Paul . . . a booming market covered by one—and ONLY one—newspaper.

UNCHALLENGED
AND 1 NEWSPAPER OFFERS BLANKET COVERAGE . . .

ST. PAUL DISPATCH
A RIDDER NEWSPAPER
PIONEER PRESS



Representatives RIDDER-JOHNS, INC.
New York—Chicago—Detroit—Los Angeles—San Francisco—St. Paul—Minneapolis

Whether you rely on the power of black-and-white or the impact of blazing color . . . St. Paul belongs on your "A" schedule!

Comparative Auto Sales
in GREATER MIAMI ALONE
Jan. 1 to March 31

	1958	1959	GAINS
AMERICAN CARS	9,817	10,617	800
FOREIGN CARS	1,498	3,101	1,603
	11,315	13,718	2,403

AUTO SALES LEADERS
in Dade County (Greater Miami)

FIRST QUARTER 1959

CHEVROLET	3,895
FORD	2,640
ENGLISH FORD	1,299
OLDSMOBILE	746
PONTIAC	589
RAMBLER	560
BUICK	526
CADILLAC	503
PLYMOUTH	411
VOLKSWAGEN	286

in South Florida... ONE way to sell Autos

(or anything else)

The Herald gives low-cost ONE medium blanket coverage of the red-hot MIAMI/GOLD COAST—12th major retail market in the country.

The Herald is second nationally in Automotive Advertising (missed first place by 7/10 of 1% in '58). In fact, it's second nationally in Total Advertising and first in Food and Grocery Advertising.

It's the unquestionable No. 1 Sales Force for everything that families need and desire in the excitingly active Miami/Gold Coast 2⅓-billion dollar market . . . 1,500,000 population, increasing by 1,200 new residents per week . . . and 4,000,000 tourists a year.

THE TOTAL SELLING MEDIUM IN SOUTH FLORIDA . . .

The Miami Herald

One of America's Great Newspapers

Nationally represented by Story, Brooks & Finley

Available Market Data—National

To secure copies of data listed, use the handy coupons

ers, and banking firms, considered in one study by size of deposits and in another by advertising expenditures.

1148. *Market Fact Sheets.*
A series of four market fact sheets, showing the executive structure of four large corporations with emphasis on the executives responsible for selection and application of business automation equipment and supplies, is offered by *Management & Business Automation.*

1149. *The Story of Management & Business Automation.*
A brochure published by *Management & Business Automation* describes the major changes being made in business management today and their effect on the market for business automation equipment.

1999. *Grit Readers' Brand Preferences.*
Small town family brand preferences in cars, drugs, cosmetics, groceries, home appliances, tobacco and other commodities are reported in a booklet of Grit Publishing Co.

1150. *Recreational Boating Equipment Sales.*
A statistical analysis of the money spent for recreational boating in 1958, including retail sales figures on outboard motors, fuel, paints and varnishes, fiber glass and aluminum, and the '59 sales outlook, is offered by *Boating Industry.*

1151. *Birthday Gift Survey.*
Five hundred members of *Parents' Magazine's* consumer adviser panel with daughters between 5 and 10 years of age reported birthday gifts they or their offspring bought for other children and indicated the types of presents chosen (i.e., clothing, toiletries, games, etc.) for this report offered by the magazine.

Just like Paul and his lantern . . .

people REACT to the voice and vision of NBC in South Bend - Elkhart

call Petry today!

WNDU-TV CHANNEL 16

BERNIE BARTH & TOM HAMILTON

TO OBTAIN MARKET DATA USE THIS COUPON

Readers' Service Dept., ADVERTISING AGE

200 E. Illinois St., Chicago 11, Ill.

Please send me the following data (insert code number of each item wanted):

Name ..... Title .....

Company .....

Address .....

City & Zone ..... State .....

This coupon will not be serviced after July 15, 1959

1152. *Baby Gift Survey.*
This *Parents' Magazine* research report shows the number of baby gifts given or received by consumer adviser panel respondents, how much they cost, and what baby gift items they most prefer to receive.

1153. *Drug Store Survey.*
Another *Parents' Magazine* report on data supplied by its consumer adviser panel shows respondents' trips to the drug store, specific items they purchase, number of purchases and for what family members they are made.

1154. *Audience Characteristics, Harper's Magazine and The Atlantic.*
Data on education, occupation, and net worth of subscribers, ownership of cars, cameras, musical instruments, typewriters, tv sets, phonograph equipment and records, life insurance, vacation, travel and sporting activities, and organization membership are given in a 36-page booklet available from Harper-Atlantic Sales.

1155. *Who Reads Harper's and the Atlantic?*
This *Harper-Atlantic* report describes the market potentials of the educated professional worker, showing differences in travel habits, consumption of alcoholic beverages, life insurance carried, and type of cars purchased.

1156. *Retail Shopping Survey.*
The retail shopping habits of *Atlantic* or *Harper's* subscribers in two metropolitan areas, showing the kind of stores patronized, use of credit and mail order buying, and out-of-town shopping accounts, are described in this pamphlet.

1157. 1959—*A Growth Year with Profits.*
A reprint from *Printing Magazine* reports its annual survey of executive opinion on the outlook for the printing industry, including data on building and expansion plans, paper specification, equipment buying, and '59 price level predictions.

1158. *How Television Stations Use Business Sponsored Films.*
Modern Talking Picture Service conducted a survey of 530 tv stations and reports the results in this illustrated booklet telling how, why, when and where stations use free films.

1159. *The Opportunity for Business Sponsored Films.*
A booklet published by Modern Talking Picture Service describes the advantages of each of the three major audiences which can be reached via free films—community organizations, television viewers and movie goers.

1160. *The Teen-Age Market.*
Another offering of Modern Talking Picture Service is this brochure on the nature and size of the teen-age market, its characteristics, purchasing power and influence on adult purchasing, and how it can be reached by business-sponsored films.

1161. *Military Market Fact File.*
This is a 40-page analysis of the military market, giving population characteristics by service branch and area, data on commissary sales, affiliated families, and ways to reach its vast buying power here and overseas. The report was prepared by David E. Larsen, military market consultant, and is available at $15 a copy.

1162. *Ground Support Equipment Report.*
An analysis of the growing market for ground support equipment in connection with the U. S. missile program is offered by *Western Metalworking*, and includes lists of ground support equipment contractors and vendors for each type of missile, details on materials and construction requirements, and descriptions of launching and handling facilities now being prepared.

1163. *Foreign Language Press of America.*
This is a list of all foreign-language publications in the U. S with circulation, dates of publication, and rates, along with population figures of all ethnic groups in each state, showing foreign-born and those with foreign-born parents. It is offered by Waxelbaum Advertising Co., New York.

1164. *Major Market Selection.*
A data file offered by Associated Release Service describes the market for publicity releases to newspapers, and lists the numbers of urban, suburban and interurban newspapers by geographical regions and cities.

1165. *Baking Habits.*
Results of a survey conducted among *Better Homes & Gardens* readers are given in a 33-page brochure reporting specific kinds of baking done by respondents (sample: they baked cakes or cupcakes 6,530,000 times in a two-week period!), the extent to which baking mixes were used and the brands chosen, use and brand preference of heat-and-serve baking products, flour brand preferences and use of such foodstuffs as raisins in baking.

1166. *Bought for Christmas, 1958.*
Another survey report from *Better Homes & Gardens* shows the appliances, furniture and furnishings respondent families bought as gifts for their homes last Christmas.

1167. *Homes and Families.*
A report published last summer describes the reader characteristics of *Better Homes & Gardens* families—age, home ownership, employment, ages of children, etc.

1168. *The Readers of The Saturday Evening Post—No. 2.*
A hard-cover brochure offered by *The Saturday Evening Post* describes the markets for various products and services reached by the magazine and reports on an Alfred Politz media study of advertising page exposure.

1169. *Profile: The 1958 Esquire Subscriber Study.*
The first subscriber study since 1952 for *Esquire*, this report describes readers' occupations, income, education, age, marital status, family size and dwelling, as well as ownership of 24 luxury items — automobiles, swimming pools, private airplanes, etc.

1170. *Facts about the Market for Men's Shoes.*
Another booklet offered by *Esquire* covers men's shoe industry production and sales in recent years by types, average annual family expenditures for shoes, and comparative advertising programs of major shoe manufacturers.

1171. *Supermarket Land, U.S.A.*
A map illustrating the concentrations of supermarkets in areas accounting for the bulk of U. S. buying power, with all U. S. counties classified according to the number of supermarkets they contain, is offered by *The American Weekly* at $10 a copy.

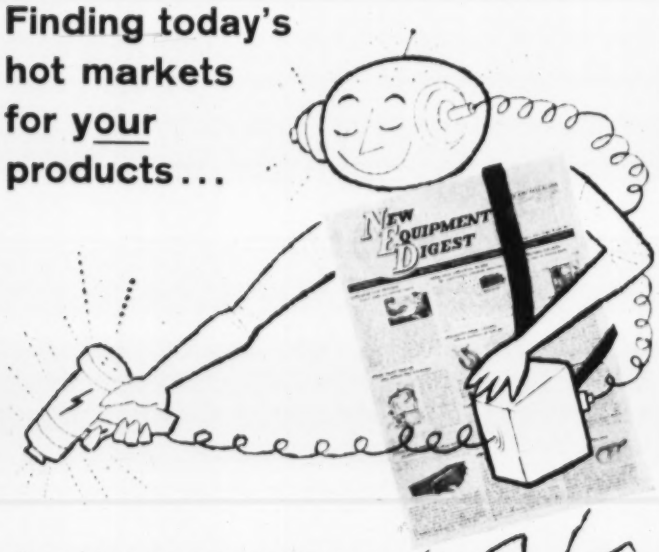
1172. 300 *Leading Rack Jobbers.*
The American Weekly has available this list of leading U. S. rack jobbers in 44 states, with their locations, the lines in which they deal and the stores they serve.

1173. *Who's Who in Grocery Retailing.*
Another offering of *The American Weekly* is a tabulation of total newspaper advertising linage for 1957 by each of the top ten food chains or independent stores in 133 cities.

1174. 1958 *Argosy Reader Survey.*
A very detailed report of a survey of *Argosy* reader characteristics, including ownership of a variety of products, hobbies, travel, etc., is now available along with a brand new companion survey on the state of Alaska.

1175. *Market Blueprint—Tires, Batteries and Accessories.*
A four-page report prepared by *Popular Mechanics* offers current

Finding today's hot markets for your products...



If you want to know where industrial buying activity is on the upswing *now*, your product advertising belongs in N.E.D. For only ¼ cent or less per issue, you blanket over 43,000 best-rated plants in *all* principal markets. You reach the key men who initiate and place orders in these plants. For information about products they need and are ready to buy *now*, they look in N.E.D. Then they inquire—and this reader action tells N.E.D. advertisers who today's best sales prospects are . . . where to apply personal selling efforts for quickest pay-off in orders. Response from N.E.D. readers is now the highest ever! It's an important reason why N.E.D. belongs on your 1959 product advertising schedule.

A PENTON Publication, Penton Bldg., Cleveland 13, Ohio

NEW EQUIPMENT DIGEST

NEP BPA

NOW OVER 81,000 COPIES
(Total Distribution) IN OVER 43,000 INDUSTRIAL PLANTS

BUSINESS IS GOOD IN SEATTLE

NORTON BUILDING
21 STORIES
OPENS SEPTEMBER, 1959

LOGAN BUILDING
11 STORIES
OPENS JUNE, 1959

WASHINGTON BUILDING
22 STORIES
OPENS EARLY IN 1960

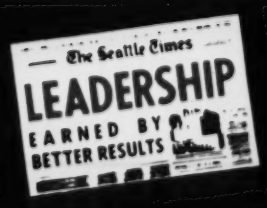
Other downtown construction totals millions of dollars

RETAIL SALES: Department store sales up 9% in 1959.

IMPORTANT TO YOU: Get your share of this tremendous buying power. Place The Seattle Times *FIRST* on your schedule.

LEADERSHIP: In 1958, advertisers selected THE SEATTLE TIMES as their best buy by placing *9,655,352 more lines* of advertising than in the second newspaper.

USE THE SEATTLE TIMES TO SELL THE BUSY SEATTLE MARKET



The Seattle Times
SEATTLE'S ACCEPTED NEWSPAPER

REPRESENTED BY
O'MARA & ORMSBEE, INC.
New York · Detroit · Chicago
Los Angeles · San Francisco
Member Metro Sunday Comic,
Metro Rotogravure Group
and Forward Rotogravure Group

Available Market Data—National

To secure copies of data listed, use the handy coupons

statistics on the TBA market with a census breakdown of the automotive service market.

1176. *Market Blueprint—Paint and Varnish.*

A digest of facts about the paint and varnish market—production and sales figures, and data on who buys paint and then who does the actual painting—is the substance of this six-page folder offered by *Popular Mechanics.*

1177. *Market Blueprint—Life Insurance.*

Ownership and attitudes toward ownership of life insurance, along with data on who buys it and how it is advertised, are included in another folder offered by *Popular Mechanics.*

1178. *Characteristics of Reader's Digest Primary Households and Readers.*

Based on the 1958 Starch Consumer Magazine Report, this brochure available from *Reader's Digest* is divided into four parts, describing reader and household characteristics, possessions and purchases for its primary audience in terms of numbers, composition, penetration and addition of other magazines.

1179. *Characteristics of Reader's Digest Primary Households and Readers—Western Edition.*

The same information as contained in the booklet described above, based on the Starch Consumer Magazine Report, is available from *Reader's Digest* on readers of its Western Edition.

1180. *Marketing in Interurbia.*

The merging together of the individual urban and suburban sections which make up metropolitan areas is described as "interurbia," and this booklet from *Reader's Digest* examines the market such areas present with closeups of 14 interurban areas.

1181. *Leading Retail Sales Areas of America.*

Reader's Digest has available three maps in a folder showing the top one-fourth U. S. counties in retail sales, the next highest quarter, and the top 50% of all counties, along with *Digest* coverage in these areas.

1182. *A Study of Seven Publications, Their Audiences and Reading Days.*

The sixth and final report on its Alfred Politz Research study of "reading days" for seven publications is available from *Reader's Digest.* This report analyzes the time after publication when reading days most frequently occur.

1183. *Metropolitan Counties of America.*

A pair of maps published by *Reader's Digest* show population, ranking and *Digest* circulation coverage for the 168 U. S. metropolitan areas.

1201. *Audio-Visual Equipment in Protestant Churches.*

A sample of Protestant ministers was surveyed for information on the use and planned purchases of audio-visual equipment. Economic data on the churches reporting are also included. Published by the *Christian Herald.*

1202. *Inventory Study of Protestant Church Americana.*

Questionnaires returned by a sample of Protestant ministers were tabulated for this detailed report on the buildings, supplies, equipment and furnishings owned and maintained by their churches. Published by the *Christian Herald.*

1203. *Christian Herald's Market for the Book Publisher.*

A report on the book-buying habits of *Christian Herald* subscribers gives the number and kind of books they buy, along with information about their church library and Sunday school book purchases.

1204. *The Protestant Church Library.*

The number, type and yearly purchases of books in the libraries of Protestant churches is detailed in this statement published by the *Christian Herald.*

1205. *Home Sewing Survey.*

This report contains information on the home sewing activities of *McCall's* readers. Areas covered include home furnishings sewing as well as clothing, experiences with various fabrics, ownership and use of sewing machines.

1206. *Home Laundry Survey.*

This report contains information on home laundering in the homes of *McCall's* subscribers. Specific areas covered include frequency and amount of home laundering, ownership and use of laundry equipment, appraisal of equipment already owned and plans for future purchases of laundry equipment.

1207. *This is the Municipal Market.*

Population trends in urban areas since 1920 are presented in this folder along with 1950 census figures brought up to date for city governments above 2,500 population. Also gives a variety of products purchased by city, town, village and urban county governments. Will be published in June by *American City.*

1208. *Top Ten Brands Across the Nation.*

An annual combined consumer inventory of 11 major national markets, listing top ten brands in 130 product categories is presented in a booklet published by the *Akron Beacon Journal.*

1209. *Urban Negro Alcoholic Beverage Market.*

A 78-page booklet published by Johnson Publishing Co. gives a detailed analysis of household demand and factors influencing the demand in the urban Negro alcoholic beverage market. Brand preferences and demand, by types of beverage, are included, along with a study of what segments, by income, are biggest users.

1210. *Rotarian Key Facts.*

A detailed study of the 354,000 business and civic leaders who subscribe to the *Rotarian,* with a breakdown by types of business, business titles, company, personal purchasing power, travel habits and plans, and hobbies is presented in a 14-page booklet published by Rotary International.

1990. *The Market for Small Cars Today.*

A study of a national cross section of buyers of small foreign cars in 1958, in terms of income, occupation, two-car ownership and reasons for purchasing small foreign cars is presented in this booklet published by *U. S. News & World Report.*

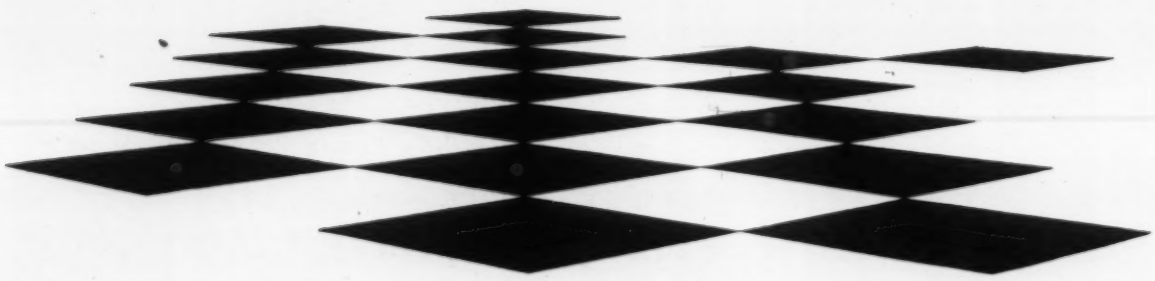
1991. *How Business Buys.*

A hard-bound book published by *U. S. News & World Report* presents a market analysis defining the core of the market buying most business goods and services today, including the percentage of business firms in various categories of financial strength, and a study of the extent to which executives are involved in the initiation and approval of major business purchases.

1992. *A Study of Buying Power of U. S. News & World Report Families.*

A study of the economic status

A new move to serve you!



Champion announces a *new* move to bring you better service. Now—a Customer Service Representative is as close as your telephone.

These new Champion field representatives are highly trained, experienced men with graphic arts backgrounds. They know paper from start to finish. And they know how to get directly to the heart of paper and printing problems.

They're here to help you • By keeping you informed of new developments in Champion's progressive paper program • By helping to expedite problems of production, press performance, delivery and the like • By being at your call, any time, for product data, technical promotional assistance, any service need. Champion papers perform better because Champion people have *service* in mind!

THE CHAMPION PAPER AND FIBRE COMPANY

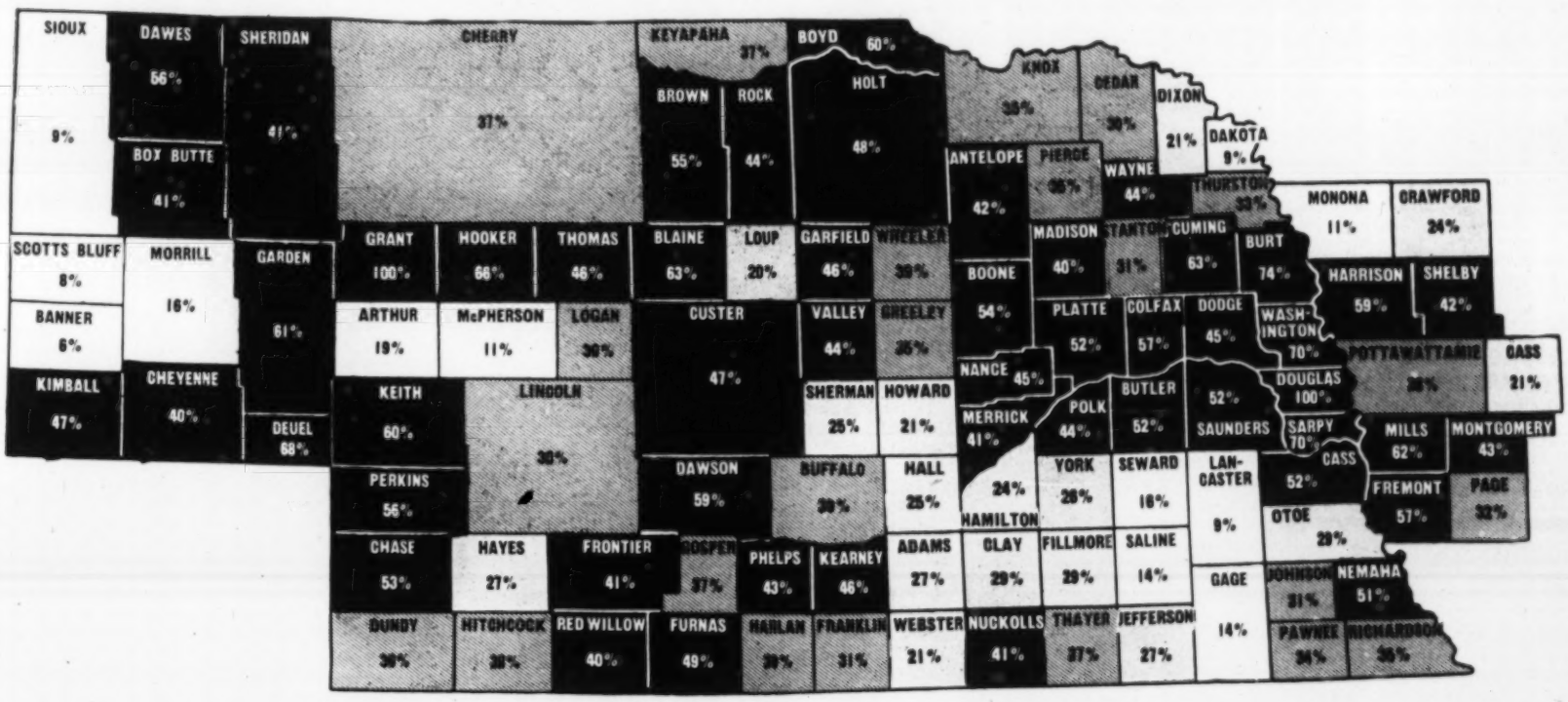
General Office: Hamilton, Ohio / Mills at Hamilton, Ohio . . . Canton, N.C. . . . Pasadena, Texas

District Sales Offices in New York, Chicago, Philadelphia, Detroit, St. Louis, Cincinnati, Atlanta, Dallas and San Francisco. Distributors in every major city.

CHAMPION SETS THE PACE IN PAPERMAKING

Among the Big Statewide Newspapers

THE OMAHA WORLD-HERALD LEADS IN DAILY COVERAGE!



THE OMAHA WORLD-HERALD COVERS OUTSTATE NEBRASKA*

No Other Single Medium Can Match The World-Herald's Coverage in This Booming, Vital, Growth Market Where 1.6 Million People Have $2.7 Billion to Spend!

BETTER than any Des Moines paper covers Iowa outside its city of publication . . .

BETTER than any Denver paper covers Colorado outside its city of publication . . .

BETTER than any Minneapolis paper covers Minnesota outside its city of publication . . .

*** Based on ABC Audits for 12 Months Ending March 31, 1958 and September 30, 1958. Population figures from 1958 Sales Management Survey of Buying Power.**

No wonder The World-Herald beats any other single medium for coverage of this booming market. Besides 100 per cent metropolitan saturation, you also get the amazing plus coverage of valuable secondary markets. This near metropolitan coverage of outstate markets is so substantial it is better than any of the other big statewide newspapers. Better get the best coverage . . . Advertise in The Omaha World-Herald.

Omaha World-Herald

246,588 Daily **258,795 Sunday**

ABC Publishers' Statement, 6 Months Ending September 30, 1958

O'Mara & Ormsbee, Inc. National Representatives

New York • Chicago • Detroit • Los Angeles • San Francisco

HERE ARE FACTS YOU NEED TO SELL THE $6.5 BILLION RUBBER MARKET

1 THERE'S PROFIT IN RUBBER

An analysis of marketing opportunities in one of America's leading growth industries by Rubber Age—the industry's leading growth magazine.

2 HOW TO ADVERTISE EFFECTIVELY TO THE RUBBER INDUSTRY

A report to advertisers to the rubber industry—based on an analysis of the advertisements that scored highest in reader-interest as reported in Mills Shepard regular readership studies of Rubber Age.

3 1958-1959 REVIEW AND PREVIEW OF THE RUBBER INDUSTRY

An appraisal of the rubber industry and its potential for the coming year by the editors of Rubber Age—with special statements by industry leaders.

4 RUBBER AGE FACT FILE
(now being prepared)

A compact file of up-to-date market and media facts—designed to provide basic data (and additional information as it is developed) for use by those concerned with sales and advertising planning.

5 THERE'LL BE SOME CHANGES MADE

The story of the Rubber Red Book, the industry's only directory. (Closing for 1959 issue May 15th.)

Today, the rubber industry is a big and expanding market for those who sell chemicals, compounding ingredients, machinery, textiles, equipment, yarns and the sundry supplies and services that are used to make more than 50,000 different rubber products for consumer, industrial and military use.

Already blueprinted and budgeted for expansion through 1965—it is a market that will continue to offer almost limitless sales and profit opportunities in the years ahead. A market you can reach most efficiently, effectively and economically in Rubber Age.

Use the coupon below to get the facts you need to sell the $6.5 billion rubber industry market!

RUBBER AGE

RUBBER AGE, 101 West 31st St., New York 1, N. Y.

I'm interested. Please send:

- ☐ There's Profit in Rubber
- ☐ How to Advertise Effectively to the Rubber Industry
- ☐ 1958-1959 Review and Preview of the Rubber Industry
- ☐ Rubber Age Fact File
- ☐ There'll Be Some Changes Made

Name_____ Title_____

Company_____

Address_____

City_____ Zone____ State____

Available Market Data—National

To secure copies of data listed, use the handy coupons

of *U. S. News & World Report* families, giving data on family income, compared with the nation's families, is covered in this booklet.

1993. *Occupational Survey of U. S. News & World Report Family Heads.*

A booklet issued by *U. S. News & World Report* covers a survey of subscribers, classifying family heads by types of business and by titles.

1994. *Business Gift Study.*

A survey of executive gift-giving in six major marketing areas shows trends in gift-giving, costs of gifts and extent of lists, covered in a reprint offered by *Premium Practice.*

1995. *Trading Stamp Merchandise Survey.*

A study of trading stamp consumers, their stamp-saving habits (for a specific premium, etc.), opinions about premiums available, percentage of consumers who switched to a retailer offering stamps, and other consumer characteristics, is covered in a reprint offered by *Premium Practice.*

SOON TO BE PUBLISHED

1030. *Facts About Vogue.*

Condé Nast will have this pamphlet available within the next month, giving complete data on *Vogue's* reader market as well as special material for travel, home furnishings, and automotive advertisers.

1031. *Brand-by-Brand Analysis of Drug and Toiletries Advertising Expenditures.*

Slated for June publication is this study containing dollar breakdowns of advertising expenditures for every drug and toiletry product with a 1958 advertising investment of $25,000 and over. Magazine, newspaper, supplement, network and spot tv, and outdoor advertising will be included in the report, offered by *Drug Trade News* at $1 per copy.

1032. *What the Public Spends for Drug Store Products.*

Scheduled to follow its ad expenditure report is *Drug Trade News's* report on dollar expenditures for more than 150 drug and toiletries product groups in drug stores and in all retail outlets to be published in July. It will also include a three-year trend picture showing sales percentage change for each product group from one year to the next. Cost per copy will be $1.

1033. *Brand-by-Brand Analysis of Food and Grocery Advertising.*

To be published in June is a report on dollar advertising expenditures for every food and grocery product with a 1958 ad investment of $25,000 or more in magazines, newspapers, supplements, network and spot television, and outdoor. It will be available from *Food Field Reporter* at $1 per copy.

1034. *What the Public Spends for Grocery Store Products.*

Food Topics will supply the figures to go with this title when it publishes its report in August, covering more than 250 categories of food and grocery products, including non-food items. A three-year trend chart will be included, showing sales for each product group in non-food outlets as well as grocery stores. There will be a charge of $1 per copy.

1035. *Fortune's Thirteenth Annual Car Survey*—1959.

You can expect the 13th instalment on *Fortune's* continuing study of automobile ownership patterns among its subscribers next July. Emphasis will be on trends and preferences in car ownership among higher income business men.

1127. *Survey of Buying Plans Conducted Among Construction Equipment Distributors, Dairy Products Manufacturers and Independent Telephone Companies.*

Three *Nation's Business* surveys now in progress will report respondents' plans to purchase motor vehicles, plant and office equipment and machinery, furniture, insurance, advertising and miscellaneous maintenance supplies and will be available within the next few months.

1128. *National Household Appliance Study*, 1959.

Slated for publication Aug. 1 is this study of the consumer market for major household appliances and electrical housewares, to include present ownership, recent purchases and intentions to buy. It will be supplied by *Look* at $1 per copy.

1129. *National Automobile and Tire Survey*, 1959.

Another *Look* study scheduled for August publication is its 23rd report on the characteristics of people who own, recently bought, or plan to buy new cars, tires and other automotive equipment. A charge of $1 a copy will be made.

1130. *Catholic Family Newspapers.*

May 1 is the publication date for this 45-page description of 51 market areas covered by Catholic Family Newspapers, to include a county coverage map, readership study reports and other information about the Catholic market.

1131. *Beauty Secrets*, 1959.

In July, *Good Housekeeping* will be ready with this report on women's grooming products as evaluated by its consumer panel. The magazine will charge $1 per copy.

1132. *The Bridal Market.*

Appropriately planned for June publication is this report being readied by Ziff-Davis Publishing Co. to show the dollar volume of bridal buying of linens and blankets, kitchenware, clocks, radios, tv sets, hi-fi equipment, record players, furniture, floor coverings, appliances, luggage, flatware, china, glassware and wedding services.

1133. *Travel Data on the Honeymoon Market.*

Ziff-Davis Publishing Co. will also reveal what it has found out about honeymooners—how much they spend, where they travel, methods of travel, and length of stay—in a report to be published next month.

1134. *Package Store Liquor Survey.*

A report on liquor purchasing habits of package store customers in various cities will be available from *Outdoor Life* in May.

1135. *True's 15th Liquor Report.*

A comparison of U. S. liquor consumption figures for 1957 and 1958 by types of liquor, states and geographic divisions will be published by *True* next month. A ten-year trend analysis of liquor consumption by types will also be included.

1136. *True's Travel Survey.*

The results of a new survey of business and vacation travel activities of *True* readers and their families will be offered by the magazine next July.

1137. *True's Automobile Facts & Figures.*

This report, planned for June publication, will cover ownership and buying intentions of automobiles, as well as other automotive products. Tables indicating readers' interest in and attitudes toward their cars will also be included in the booklet, offered by *True.*

1138. *Mechanix Illustrated Smoking Survey.*

To be available in July, this study will cover current buying and brand preference of cigarets, cigars, pipes and pipe tobacco among *Mechanix Illustrated* readers.

1071. *21st Survey of Beauty*

Due out in September, this study will contain brand preferences and buying habits for toiletries and cosmetics for the young women readers of *Modern Romances, Modern Screen* and *Screen Stories.*

1139. *The Market for Imported Distilled Spirits*, 1958 *vs.* 1957.

An analysis of total imports and apparent consumption of imported distilled spirits in the United States, including breakdowns by states, will be published next month by *Newsweek.*

1140. *Mechanix Illustrated Men's Toiletries Report.*

A report on the use and brand purchasing patterns of shaving products and other male toiletries, as well as proprietary medicines, of *Mechanix Illustrated* readers will be available in June.

1141. *Fawcett Women's Group Medicine Chest Inventory.*

In May, Fawcett Publications will provide this study reporting the type and brand of 50 products generally found in the medicine chests of *True Confessions* and *Motion Picture* families.

1142. *Consumer Magazine Report.*

Highlights of the Starch Consumer Magazine Report divided into two sections, the first showing household characteristics and the second reader characteristics, will be assembled in this booklet to be available May 15 from *Sunday.*

1143. *A Marketing Man's Handy Guide.*

Next fall, *Sunday* will offer this description of standard and potential metropolitan areas showing families, retail sales, food store sales, and circulation of *American Weekly, Parade, Sunday* and *This Week.* Coverage by leading weekly magazines will also be given.

1144. *Lingerie and Foundation Garment Survey.*

Slated for publication next August is this study of the ownership of lingerie and foundation garments by readers of *Seventeen,* to include data on purchasing habits, brand preferences and place of purchase.

1145. *The Christmas Gift Story.*

A study of the Christmas gifts teen-age girls buy (and for whom), the gifts they receive, and the gifts they buy for themselves will be offered next month by *Seventeen.*

1146. *The Motion Picture Study.*

Another May offering of *Seventeen* will be this report on the type of motion picture theaters its readers attend, the frequency of attendance, people with whom they go to movies, and their influence on the movie-going habits of their friends, dates and families.

1147. *The Beauty Habits and Product Preferences of Young Women Under Twenty, Part 2.*

The second part of *Seventeen's* study of teen-agers' beauty product buying habits will be published next September and cover fra-

HERE ARE FACTS YOU NEED TO SELL THE BIG NEW ADHESIVES MARKET

1 ADHESIVES AGE . . . MARKET AND MAGAZINE

A detailed study of the multi-million dollar sales and marketing opportunities throughout U. S. industry today—for those who sell industrial adhesives and adhesives products, application machinery, equipment, supplies.

2 ADHESIVES AGE FACT FILE
(now in preparation)

Designed to put up-to-date market and media information at the fingertips of those concerned with sales and advertising to the big—and expanding—industrial adhesives market. To be supplemented with additional basic data as it is developed.

3 READERSHIP STUDY #1

Based on personal interviews with 150 readers of the November issue of Adhesives Age. This is the first of a regular series of editorial and advertising readership studies being conducted—3 issues a year—for Adhesives Age by Mills Shepard, Inc. Next issues to be "Shepard-ed": April, June and September 1959.

If you make or sell industrial adhesives or adhesives products—or the materials, machinery, equipment, services and supplies that are used in the production, packaging, shipment, storage or application of adhesives—your advertising belongs in Adhesives Age.

This is the first magazine in which you can reach the whole multi-million dollar industrial adhesives market—as a single great market. A magazine in which you can tell the story of your products and services to thousands of companies in more than 40 major American industries: from aircraft to construction, automotive to wood products, leather goods to floor coverings, railroads to household appliances, shoes to paper boxes, jewelry to publishing.

Use the coupon below to get the facts you need to sell the big new adhesives market!

ADHESIVES AGE

ADHESIVES AGE, 101 West 31st St., New York 1, N. Y.

I'm interested. Please send:

- ☐ Adhesives Age—Market and Magazine
- ☐ Adhesives Age Fact File
- ☐ Readership Study #1

Name_____ Title_____

Company_____

Address_____

City_____ Zone____ State____

THIS IS THE NEW CHICAGO—WHERE GREAT THINGS ARE HAPPENING!

These are the smart young Chicagoans who live in glass houses—and like it! They are the same ones who, survey after survey shows, read the Chicago Sun-Times regularly. Both the striking new architecture and the Sun-Times are designed to fit their busy, sharply aware kind of living.

Skyscrapers were born in Chicago. This is a city that has always generated a great excitement in its growing. It has provided a palette for the talents of innovators and leaders in the field of architecture and design.

You have only to look about you to see that Chicago has a way of growing—in each generation giving rise to buildings of vision and great drama. Our skyline and our streets are a setting for the pageant of what is new and breath-taking in what man dreams of for his home and his place of work.

So also the city has pioneered in other arts—including that most lively profession of newspapering. The Chicago Sun-Times is proud to be a landmark, literally and figuratively, of Chicago progress. It has been the one newspaper to grow to greatness in modern times, to construct a new plant, to install new presses (including those with color features that make a page like this possible), and to pioneer in a special way of reporting this city's activities.

Such progress has attracted the attention and continuing readership of those in Chicago who look with satisfaction upon the city's accomplishments. They find in the Chicago Sun-Times a newspaper that fits their needs because it, too, is designed for today and is building for tomorrow.

THIS IS THE NEW SUN-TIMES—WHERE GREAT THINGS ARE HAPPENIN

Available Market Data—National

To secure copies of data listed, use the handy coupons

grances, face make-up, nail care products, eye make-up, summer and miscellaneous beauty care products.

1184. *Important Market Facts About Family Weekly.*
A new analysis of the market covered by *Family Weekly* will be available shortly, giving population and sales information, circulation data for 178 newspapers, and a map indicating the location of all newspapers as of April 1, 1959.

1185. *Extension Reader Consumer Survey.*
Slated for publication May 15 is this report on a year-long survey of readers of *Extension*, national Catholic magazine, covering their income, education, occupation, family size and age groups, as well as intentions to purchase durable and non-durable consumer goods in 1959.

1186. *Survey of Insurance Agents*
A national study of 300 independent insurance agents regarding what they consider their major problems, their attitudes toward national advertising, and what they feel should be emphasized will be offered next month by *Reader's Digest*.

1187. *Survey of Travel Agents*
Another *Reader's Digest* report planned for May publication will cover the attitudes of 300 travel agents toward jet travel and the promotional activity and assistance provided by airline and steamship companies.

TO OBTAIN MARKET DATA USE THIS COUPON

Readers' Service Dept., ADVERTISING AGE

200 E. Illinois St., Chicago 11, Ill.

Please send me the following data (insert code number of each item wanted):

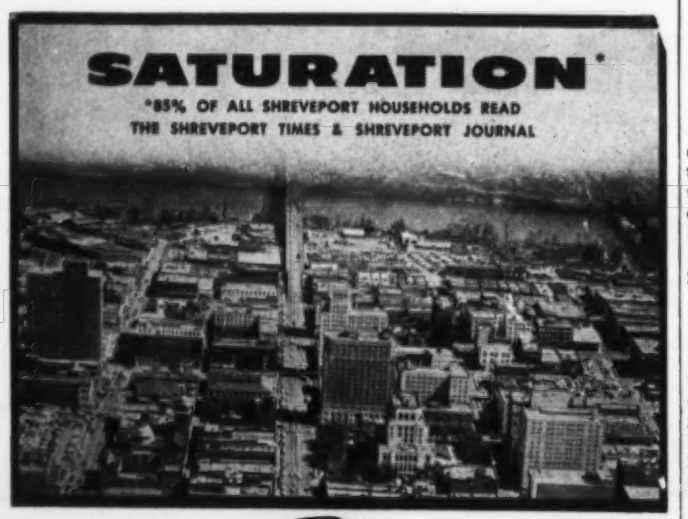
Name ..... Title .....

Company .....

Address .....

City & Zone ..... State .....

This coupon will not be serviced after July 15, 1959



Plus

. . . you get BOTH when you sell

GREATER SHREVEPORT

in the one medium that delivers buyers in quantity and quality . . . and does it economically!

The Shreveport Times
Shreveport Journal

REPRESENTED NATIONALLY BY: THE BRANHAM COMPANY

*Source: Belden Associates Marketing Research

FARM MARKETS

NOTE: Most items listed here are available without charge, but not all. Those requesting material which bears a price will be billed at the stated price by the publishers.

2000. *A Report of Grocery Buying Habits and Grocery Brand Preference Among Midwest Farm Families.*
Midwest Farm Paper Unit offers this 52-page survey report on grocery buying habits of 4,971 families in eight midwestern states. Usage and brand preferences on 25 packaged and processed grocery items are included.

2001. *Useful Information for Your Next Direct Mail to Agricultural Leaders.*
A report of a survey of agricultural leaders regarding the size and shape of bulletins, charts and magazines they prefer and find most useful is offered by *Agricultural Leaders Digest*.

2002. *Market Facts for Advertisers.*
Breeders' Gazette will provide this loose-sheet data file which includes rank of states in cattle and hog production, total numbers and income from hogs and cattle, production trends on midwestern farms, livestock concentration by regions, breeding and feeding practices, and types of cattle production.

2003. *Ag Leaders, Who They Are, What They Mean in Sales for You.*
This is a 26-page illustrated booklet offered by *Better Farming Methods* and specifying the nature of the work performed by the principal classes of agricultural leaders. Included are the number and location of agricultural leaders in major occupational groups and case histories stressing their influence on farm purchases.

2004. *Research Report on Turkey World Subscribers.*
A folder published by *Turkey World* reports the number of turkeys produced, amount spent for feeds, and percentage using each of a variety of specific types of equipment and supplies, based on a survey of 1,149 *TW* subscribers.

2005. *Market Measurements—a Continuing Census of Farm Stores.*
Assembled by *Farm Store Merchandising*, this data folder includes annual dollar volume, number of employes, capital goods and types of products sold, and size of town where located for approximately 32,000 farm stores.

2006. *Iowa Farm Market Data* 1959.
Information on the Iowa farm market by counties as well as by totals in surrounding states for crops, livestock and machinery supplies is given in this folder published by *Iowa Farm & Home Register*.

2007. *Feeds Illustrated.*
A market and media data file folder available from National Miller Publications gives production of formula feeds by plant sizes in the United States, a statistical analysis of output of branded and unbranded feeds, and data on the formulas feed producers buy.

2008. *Facts and Figures About the Delta Farm Market.*
A single data sheet published by Delta Farm Press stresses the concentrated buying power of a relatively small group of large plantation owners in the Delta area of Mississippi, Arkansas, Louisiana, Missouri and Tennessee.

2009. *Sales Planning Program.*
Farm & Power Equipment (formerly *Farm Equipment Retailing*) has available this four-page report in chart form covering 95 major items sold by farm equipment retailers and indicating the best sales months for each on a national basis.

2010. *Tractor Ownership and Tractor Purchasing Habits in the Commercial Vegetable Growing Industry.*
American Vegetable Grower readers provided the data for this survey report covering tractor purchases by commercial vegetable growers over the last five years, as well as specific makes purchased.

2011. *Tractor Ownership and Tractor Purchasing Habits in the Commercial Fruit Growing Industry.*
Commercial fruit growers also reported tractor purchases and ownership data for this survey report published by *American Fruit Grower*.

2012. *How Big Is the Farm Market for Autos and Trucks?*
This 24-page booklet provides an analysis of expenditures by farmers for autos and trucks and for their upkeep, including oil, tire, battery, anti-freeze, etc., purchases. It is available from *Nation's Agriculture*.

2013. *Pipeline to 42 Billion Dollars.*
A booklet published by *Nation's Agriculture* examines income expenditures of farmers for farm production operations and for consumer goods and services which accounted for $16 billion of farm income in 1956.

Available Market Data—Farm

To secure copies of data listed, use the handy coupons

2050. *Consumer Survey of the Farm Youth Market.*
This study compiled by the *National Future Farmer* contains brand preferences and answers to the questions on outboard motors, ammunition, hair tonics, milk coolers, feed, fertilizer, fences, hay balers and batteries.

2014. *Farms by Economic Class.*
Available from Midwest Farm Paper Unit is this state-by-state tabulation of U. S. farms by economic class, based on the 1954 Census of Agriculture. Also offered by Midwest Farm Paper Unit are the following single data sheets:

2015. *Milk Cows on Farms, Jan. 1, 1959, and Bulk Milk Tanks on Farms, January,* 1958.

2016. *Cattle and Calves on Feed by Weight,* 1959.

2017. *Sheep and Lambs on Feed, January,* 1959.

2018. *Turkeys on Farms, Poultry Raised on Farms,* 1958.

2019. *Hogs Raised on Farms,* 1958; 1959 *Estimated Spring Pig Crop.*

2020. *Grain Storage, January,* 1959; *Harvested Acreage of Leading Crops,* 1958, *and Estimated Production,* 1958.

2021. *Livestock Inventory, January,* 1959.

2022. 1956 *Estimated Consumption of Motor Fuel and Oil on Farms by Automobiles, Trucks and Tractors.*

2023. *Automobiles, Motor Trucks and Wheel Tractors on Farms, July* 1, 1958.

2024. *Machinery on Farms, July* 1, 1958.

2025. *Side Delivery Rakes on Farms, July* 1, 1958.

2026. *General Equipment on Farms, July* 1, 1958.

2051. *Agricultural Statistics.*
Maps of North Carolina showing the number and distribution of broilers, layers, cattle, hogs, corn, tobacco and farm tractors, based

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Available Market Data—Farm

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on information from the North Carolina department of agriculture. Issued by WPTF Radio Co., Raleigh, N. C.

2052. *Relationship of High School Vocational Agriculture to Establishment of Graduates in Farming.*

A factual report on a study conducted by Iowa State College which shows the value of vocational agriculture training as related to farm production and income. Issued by *National Future Farmer.*

2053. *The Pennsylvania Farm Petroleum Market.*

A large-sample survey among Pennsylvania farmers covering their automotive (cars, trucks, tractors) equipment, use of fuels and lubricants, fuel storage, home heating and water heating. Also information on size of farms, acreage owned and rented and farm residency. Published by Capper-Harman-Slocum, Cleveland.

2054. *The Ohio Farm Petroleum Market.*

A survey of Ohio farmers covering their automotive equipment, use of fuels and lubricants, fuel storage, home heating, water heating, size of farms, acreage owned and rented and farm residency. Issued by Capper-Harman-Slocum.

2055. *The Michigan Farm Petroleum Market.*

This survey of Michigan farmers by Capper-Harman-Slocum contains detailed data on their cars, trucks and tractors, use of fuels and lubricants, fuel storage, home heating, water heating, sizes of farms, acreage owned and rented and farm residency.

2056. *Farm Income—U.S., Michigan, Ohio, Pennsylvania.*

A booklet of maps and tables showing cash receipts from farm marketings by states for 1957, and receipts by county for the states of Michigan, Ohio and Pennsylvania for 1954. An insertion covers off-farm income. Issued by Capper-Harman-Slocum.

2057. *Farm Report—Facts for Farm Advertisers.*

This report contains 1950 and 1955 figures on total dairy farms, average farm size, hogs per farm, chickens per farm, trucks, tractors and autos, plus comparable survey statistics on *Hoard's Dairyman's* circulation.

2058. *California At A Glance.*

A tabulation of California major crops broken down by counties as to cash value and acreage. Issued by *California Farmer*, the figures are based on official reports by the California county agricultural commissioners.

2059. *Map of Hunting Licenses Sold in the U.S.—July 1, 1956 to June 30, 1957.*

This map gives state-by-state totals for hunting licenses issued in the U.S. for a one-year period plus state rankings. Published by Capper-Harman-Slocum.

2060. *Map of Fishing Licenses Sold in the U.S.—July 1, '56 to June 30, '57.*

This map issued by Capper-Harman-Slocum gives state-by-state totals for fishing licenses sold plus state ranks.

2061. *Map of Crop Acreage Harvested and Per Cent Fertilized —1954.*

The state-by-state figures for per cent of crop acreage harvested that is fertilized and total acres harvested are found on this map issued by Capper-Harman-Slocum.

2062. *Map of Fertilizer Consumption in U.S.—1948-58.*

This map issued by Capper-Harman-Slocum shows the 1958 fertilizer tonnage used in all states and the 10-year increase of fertilizer consumption for each state.

2063. *Bought for Christmas, 1958.*

A subscriber survey by *Successful Farming* shows what appliances and home furnishings these families bought for their homes for Christmas, 1958, and other items bought for gifts.

2064. *Pets and Pet Foods.*

This survey by *Successful Farming* of subscribers contains figures of pet ownership and feeding of commercial dog foods.

2065. *Boats and Outboard Motors.*

A subscriber survey showing boat and motor ownership by type of boat and size of motor. Issued by *Successful Farming.*

2066. *Beds, Mattresses and Springs.*

A subscriber survey showing ownership of beds, double-purpose furniture, mattresses and springs. Published by *Successful Farming.*

2067. *Photographic Equipment and Cameras.*

A subscriber survey showing photographic equipment owned, when acquired and type of film used. Issued by *Successful Farming.*

2068. *Home Sewing.*

A subscriber survey showing the per cent of families who sew, embroidery, and knit, what garments they make, and ownership of sewing machines by year acquired. Published by *Successful Farming.*

2069. *Travel by Farming Families.*

This survey of subscribers to *Successful Farming* shows the number of families taking trips, regions visited, method of transportation, length of trip, where they stayed and other data.

2070. *Painting by Farm Families.*

A subscriber survey shows exterior and interior painting activities during the one-year period ending November, 1958. Issued by *Successful Farming.*

2071. *Petroleum Products, Tires and Automotive Supplies.*

A survey of subscribers to *Successful Farming* shows ownership of automotive equipment and tires, and purchases of tires, automotive fuels and supplies.

2072. *Farm Market Data for Ohio, Indiana and Kentucky.*

Individual file folders contain a three-state map showing, by counties, the livestock and poultry population; acreage of major crops; sales of feed, fertilizer and petroleum products; and the number of autos, trucks and tractors on farms. Based on the 1954 census, the data was issued by radio station WRFD, Worthington, O.

2073. *Central Ohio Automotive and TBA Market.*

This survey shows the 1957 automobile registrations for 72 of the 88 Ohio counties as well as complete Ohio registration. Other data showing potential sales for petroleum products, tires, batteries and spark plugs is included. Issued by WRFD.

2074. *Major Food Chains in Ohio.*

Individual maps show the location of all Ohio stores served by each major food chain. Supermarkets served by the Columbus branch of each chain are shown separately with a breakdown of sales in Columbus and Franklin and the outside areas. Included are separate maps for Kroger, Big Bear, A&P, Colonial Super Duper, IGA, Royal Blue and Eavey. Issued by WRFD.

Use the Coupons in Requesting Data

2075. *Milk Cows in Ohio, Indiana and Kentucky.*

This report contains a county-by-county breakdown of milk cows in Ohio, Indiana and Kentucky. Issued by WRFD.

2076. *Jinglin' in the Jeans.*

A statistical picture of New Mexico farming and ranching, containing special market data pages on numbers and total incomes of the New Mexico cotton grower, cattle man, field crop farmer, sheep man, dairy man, vegetable grower, poultry man and fruit grower. Published by *New Mexico Farm & Ranch.*

2077. *Western Livestock Journal Market Data File.*

A collection of individual market data sheets describing all of the markets served by *Western Livestock Journal.* Contains data on livestock production, farm equipment and animal health practices and feeds used by the magazine's subscribers.

2078. *Map of Corn Acreage Harvested and Percentage Fertilized—1954.*

This map issued by Capper-Harman-Slocum gives state-by-state figures on the number of corn areas harvested in the U.S. and what percentage of these acres were fertilized.

2100. 1959 *Buying Intentions of Nebraska Farm Families.*

A subscriber survey of 1,500 Nebraska farm families asking what home and farm equipment and improvements they plan to purchase this year. Tabulations are projected for the entire state. Available from *Nebraska Farmer.*

2101. *Food Survey.*

This survey reports on the brand preferences for food and other household items among Nebraska farm families. Published by *Nebraska Farmer.*

2102. *Nebraska Farm Market Brochures.*

Details of production, sales and spending by Nebraska's farm market have been gathered for these reports. Individual titles are: general data brochure; feed and livestock brochure; irrigation brochure; general crop brochure; corn and sorghum brochure. Available from *Nebraska Farmer.*

2103. *Business Poll.*

Nebraska business men were asked their opinions about prospects for 1959. Results are tabulated in this report which may be obtained from *Nebraska Farmer.*

2104. *Brand Preference Surveys.*

Buying habits and preferences of Nebraska farm and ranch families are the subject of these reports. Separate studies are available from *Nebraska Farmer* on trucks and feeds.

2105. *New England Farm Markets.*

This summary of figures on the New England crop production and income from U. S. Department of Agriculture statistics is published on the second and fourth Saturday of each month by *New England Homestead.*

2106. *How to Reach the Gizzard of Poultry Production in the U. S.*

U. S. Department of Agriculture statistics on poultry in the Delmarva peninsula are included in this report, as well as circulation data on the *Broiler Journal.*

2107. *Prairie Farmer Product Consumption Maps.*

Consumption maps for fuel and oil; hog, dairy, poultry and formula feeds; commercial fertilizer, anhydrous ammonia, urea and ammonium nitrate for the *Prairie Farmer* area and the other states, are published separately by *Prairie Farmer.*

2108. *Machinery and Automotive Maps.*

Maps showing the number of corn pickers, combines, pick-up balers, side delivery rakes, field forage harvesters, tractors, trucks and automobiles in use on farms are published separately by *Prairie Farmer.* Data are listed by states.

2109. *Gas, Oil and Machinery Maps.*

The number of combines, corn pickers, pick-up hay balers and field forage harvesters, the annual purchases of gasoline and oil by farms in the counties of Illinois and Indiana, are reported on these maps which are available individually from the *Prairie Farmer.*

2110. *Milk and Pig Production Maps.*

Milk production by counties for the states of Illinois and Indiana, and number of pigs saved is shown on these maps published by *Prairie Farmer.*

2111. *Buying Intentions Survey—1959*

The buying intentions of farm families in Illinois and Indiana covering modernization and building of the farm home, home conveniences, farm buildings and equipment, automotive and tractor equipment, field and general farm equipment, is reported in this survey by the *Prairie Farmer.*

2112. 1959 *Sales Expectations.*

The sales expectations of Illinois and Indiana retail dealers for 1959 are summarized in this folder, which is available from the *Prairie Farmer.*

2113. *Farm Income—United States, Michigan, Ohio, Pennsylvania.*

A booklet of maps and tables showing cash receipts from farm marketings by states for 1957 and receipts by county for Michigan, Ohio and Pennsylvania for 1954. With comments on "spendable" income. Published by Capper-Harman-Slocum.

2114. *Kentucky's Rural Market Comes Alive!*

A brochure detailing how new agricultural products, diversification and mechanization have increased farm production and enhanced the market for both farming and household needs. Published by Indiana-Kentucky-Tennessee State Farm Paper Unit.

2115. *Two Vital Changes in Tennessee Agriculture.*

Traces the 25-year growth of the livestock industry in beef cattle, hogs, dairy cattle and poultry, with details on crop production, farm machinery, household purchases and farm buying power, and the effect of industrialization on the farm market. From Indiana-Kentucky-Tennessee State Farm Paper Unit.

2116. *Let's Talk About Indiana.*

Indiana's status in agriculture and its potential as a market for farm equipment and supplies is compared with other leading farm states. Also contains data on the Indiana-Kentucky-Tennessee mar-

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is just like this!" WJAR-TV not only has a corner on quality feature films in the Providence market, but also exposes them with rare showmanship. Morning and afternoon films, for example, are emceed daily by personable Jay Kroll who asks viewers to write and tell him what they would like to see, then waits for the mailman to clue him on local tastes. Between "acts", Jay interviews visiting celebrities, and leaders of local and national civic groups. "The Jay Kroll Show" — another good reason why WJAR-TV has won the TV heart of the PROVIDENCE MARKET.

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C. C. Elliott
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. . . backed up, of course, by their suppliers and specifiers . . . their food wholesalers . . . their food service equipment dealers, contract houses, architects, designers and decorators.

From a sales viewpoint, knowing WHO to sell is decidedly the basic, vital first step to any intelligent sales planning. It's strategy that calls for quick identification of the Institutions' buying team: the group that executes all the important buying decisions. But let's take a close look at a rather typical Institution buying team operation: at the Hotel Corporation of America, operators of an expanding group of motor hotels in addition to seven prominent hotels,* including Chicago's Edgewater Beach Hotel. To tie-into the broad scope of this HCA team purchasing operation, we must first bring one of their individual units into the picture . . . in this case, the Edgewater Beach Hotel in Chicago.

There an annual budget is prepared by C. C. Elliott with the cooperation of Mr. Schurer and other department heads. Upon approval by Mr. Buckley and his executive staff, this budget is submitted to HCA management in Boston. After final review by the home office, this budget becomes a working program, including planned expenditures for additional food service equipment, new furnishings and fixtures, needed remodelling, redecorating and building renovation projects, and all maintenance and office supplies.

In its overall purchasing setup, HCA's home office in Boston functions as the organization's Central Purchasing Office, with Messrs. Craig, Ainsworth and Harmon coordinating purchases for individual units through master contracts with established sources of supply issued through Brewster Wholesale, an HCA subsidiary.

Using HCA's Purchasing & Procedure Manual, general contract purchase items can be specified in Chicago . . . approved by the Boston team . . . then bought through this standardized HCA agreement. Small items are usually purchased through local sources of supply after total team approval.

This, in brief, is the pattern of HCA's buying team function. It provides better internal control, full use of the total management team, and more scientific purchasing. Team effort, too, has helped HCA formulate a guide to better purchasing techniques. It's this: trial *before* buying, not tryout *after* the fact, provides them with a firmer base for sound purchasing. If you have a product that fits the Institutions market (and almost all products do) . . . your first step should be the investigation of the ONE publication—INSTITUTIONS Magazine—that fills the *total* needs of any Institutions buying team. Here is ONE publication that is fully geared to fulfill the needs of these EXECUTIVES IN COMMAND in all Institutions, everywhere. To them, INSTITUTIONS Magazine means an answer to their everyday purchasing problems. To you as an advertiser, INSTITUTIONS Magazine means a direct way to reach this concentration of Institutions' buying power: among their executive buying teams, THE EXECUTIVES IN COMMAND!

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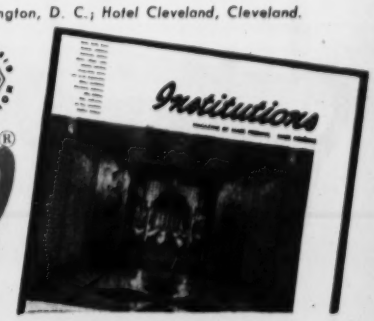

Available Market Data—Farm

To secure copies of data listed, use the handy coupons

ket. Published by the Indiana-Kentucky-Tennessee State Farm Paper Unit.

2117. *Formula Feed Industry.*
In this brochure an analysis of the feed industry is presented, with details on the size and type, manufacture and distribution, production and consumption, and predictions for the future, with relation to the national economy. Published by *Feedstuffs.*

2118. *Farm Store Merchandising Market Measurements.*
Data from surveys of over 30,000 farm stores, showing their sales of a wide variety of farm supplies and equipment is contained in this file. Released by *Farm Store Merchandising,* it includes figures for both national and regional store sales.

2119. *Buying Intentions of Montana Farm & Ranch Families.*
This study covering buying intentions for over 200 items generally purchased annually by farm and ranch families includes farm machinery and equipment, food, home furnishings, livestock and poultry supplies. Available from *Montana Farmer-Stockman.*

2120. *Have You Seen Montana Lately?*
A six-page folder showing, via charts and graphs, the relative importance of various agricultural classifications and of agriculture to the rest of Montana's total economy. Published by the *Montana Farmer-Stockman.*

2121. *Rural Electric Market Reports.*
Issued periodically by Rural Electric Consumer Publications, these newsletters deal with sales and other market data of interest to manufacturers of electrical appliances and equipment.

2122. *Rural Electric Market.*
This pamphlet covers the organizational structure, statistical data and marketing plans of REA financed rural electric systems. Published by Rural Electric Consumer Publications.

2123. 2,000,000 *Rural Circulation.*
This brochure dealing with the REA market gives figures on its size and type of consumers, buying intentions, and market predictions through 1960. It is published by Rural Electric Consumer Publications.

2124. *Arkansas Makes Progress.*
A description of the shift toward fewer, larger farms and a concentration of buying power is given in this sheet by the *Arkansas Farmer.*

2125. *Portrait of a Poultry Market.*
A survey of 1,000 members of the Arkansas Poultry Federation describes their operations, equipment, intended purchases and diversification of operations. Published by the *Arkansas Farmer.*

2126. *Portrait of a Large Scale Delta Farm Operator.*
A survey of 1,000 large-scale Delta farm operators shows the market potential in terms of crops planted, livestock on hand, machinery in use, buying intentions, soil bank participation and intended farm purchases. Published by the *Arkansas Farmer.*

2127. *Arkansas Means Business.*
This brochure contains a county count of broilers and turkeys production, including county count of laying hen population, all in map form. It also describes the rate of poultry industry's growth in Arkansas. Published by the *Arkansas Farmer.*

2128. *County Comparisons from Quadland.*
A four-page folder illustrated with saturation and dot maps shows the distribution by county of the number of farms and number of subscribers to the home-state farm papers of Washington, Oregon, Idaho and Utah. Published by Pacific Northwest Farm Quad.

2129. *Farm Facts About Quadland.*
Single sheet tabulations of market data include county breakdowns covering wheat and poultry for Washington, Oregon, Idaho and Utah; tv home distribution in the area; irrigation equipment buying plans; national state ranking in irrigated farms and acreage; regional farm income analysis. From Pacific Northwest Farm Quad.

2130. *What's Being Bought in 1959 for the Farms of Washington, Oregon, Idaho and Utah.*
This 64-page report covers buying plans of 4,000 farms in a stratified sample. It includes households and farm items, also brand preferences. Published by Pacific Northwest Farm Quad.

2131. *Truck Survey.*
This survey indicates the number and ages of autos and trucks on the farm in Minnesota, North Dakota and South Dakota. Sizes, uses of trucks, and knowledge of truck dealerships is covered. Published by *The Farmer.*

2132. *Corn Survey.*
Farmers' planting intentions for 1959 are covered in this survey which shows total acres to be planted as well as how this acreage was used last year. Sources of hybrid corn seed, alfalfa, clover and other seeds is also covered in this report, which is available from *The Farmer.*

2133. *Tranquilizer, Drugs and Feed Additives Survey.*
A survey of farmers' knowledge and acquaintance with types of tranquilizers, showing where the greatest usage occurs and buying intentions for the future in Minnesota and the Dakotas. Published by *The Farmer.*

2134. 1959 *Farm Business Poll.*
In this farm business poll, 4,964 Upper-Midwest dealers forecast their expected 1959 farm sales. Eight types of dealers reported percentage of farm business handled, representing hardware, lumber, furniture, appliances, automobile, motor truck, farm implements and feed industry lines. From *The Farmer.*

2135. *Buying Intentions of Farm Families in Minnesota and Dakotas.*
Studies of Minnesota and Dakota farm families reveal their buying intentions concerning household items, conveniences, furnishings, farm buildings and equipment, automotive, tractor and field equipment. Three-year buying intentions comparison for Minnesota, '57-58-59, is also available from *The Farmer.*

2136. *Feed Survey.*
This survey covers poultry, swine, dairy and beef cattle management practices on farms, with figures on preferences for antibiotic drugs, additives and supplements. Feed buying practices, amounts purchased and types of farm storage, also dog food consumption, are featured in this report by *The Farmer.*

2137. *New England Farm Market.*
New England Homestead offers this booklet of data on rural New England with crop and livestock production statistics, farm ownership, automobile, truck and tractor ownership, and buying power. Agricultural New England is compared as a unit with other single states.

2150. 1959 *Household Supplies Brand Preference Survey.*
Buying intentions and brand preferences of Colorado ranchers and farmers for such items as frozen food containers, pectins, bleaches, detergents and soaps are reported in this pamphlet available from *Colorado Rancher & Farmer.*

2151. 1959 *Appliance and Household Equipment Brand Preferenee Survey of Colorado's Farm and Ranch Families.*
Twenty appliances and household equipment items are the subject of this report on buying intentions and preferences of readers of *Colorado Rancher & Farmer.* Included are such items as air conditioners, laundry equipment, mattresses, ranges, refrigerators and television sets.

2152. 1959 *Profile of Colorado*

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Each card represents one of *Farm Store Merchandising's* readers—tabulated information on the kinds of goods he sells to his share of the $22 billion agricultural industry. Want to know more about him?

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The "Baltimore" of 5 years ago is not the "Baltimore" of today. In all directions . . . north, south, east, and west . . . beyond the city limits and into the surrounding suburban communities . . . "Baltimore" is growing, Growing, GROWING!

Over 65,000 new households in just 5 years! This is a **new** Baltimore market . . . with **new** people, **new** "boundaries," **new** needs and appetites.

The Baltimore News-Post and Sunday American has kept pace with this new expansion, this new way of living . . . growing and moving **with the people**, because it gives the people the news, the features, the personalities they like and want.

The Baltimore News-Post and Sunday American delivers over 54% of all the households in the major Baltimore suburban areas every day in the week! Over 61% on Sunday!

Any wonder, then, that more and more advertisers are placing INCREASED linage in the News-Post! It's your most effective and economica' medium for producing sales in the **new** Baltimore!

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Available Market Data—Farm

To secure copies of data listed, use the handy coupons

Rancher & Farmer Subscribers.
This *CR&F* survey report shows land ownership, irrigated land, and livestock ownership of the magazine's subscribers.

2153. 1959 *Buying Intentions of Colorado Ranch and Farm Families.*
Subscribers told *Colorado Rancher & Farmer* their 1959 buying plans for more than 200 items, and the results are summarized in this detailed folder.

2154. *Colorado Farm and Ranch Market Data.*
A series of 12 data sheets on the Colorado farm and ranch market, including cash farm income, commercial fertilizer sales, grain-fed cattle, field crops, cattle and calf production, livestock and poultry inventory, government bond sales, population, and income estimates, is available from *Colorado Rancher & Farmer.*

2155. *Market for Field Hay Pelleting Machines.*
A study by Doane Agricultural Service reports that U.S. farmers would be interested in purchasing field hay pelleting machines if perfected models were available, and how many give their livestock pelleted feeds or plan to.

2156. *Fertilizer Use Study.*
Another Doane Agricultural Service survey asked farmers if they felt they had used enough fertilizer on their previous crops and found that 39% thought they should have used more. Types of fertilizer used, factors influencing amounts purchased, etc., are included in the report.

2157. *The Facts of Farm Life.*
A booklet describing the 1,900 commercial farmers in 48 states comprising the Doane Agricultural Service countrywide farm panel, including their gross income, farm size, geographical location, etc., is available from Doane.

2158. *New Passenger Car and Truck Advertising in Magazines,* 1958.
Farm Journal offers this brochure giving dollars and pages used for magazine advertising of new cars and trucks, number of units produced, and dollars spent for magazine advertising per unit produced in 1958.

2159. *County Patterns of Insurance Sales in Urban and Rural Counties.*
Data on life, health and accident, fire and extended coverage, and auto insurance sales, plus information on total families, rural families, farm households and occupied dwelling units, are given in a series of data sheets available from *Farm Journal.*

2160. *Farms, Farm Households, and Value of All Farm Products Sold.*
A single data sheet available from *Farm Journal* gives the number and percentage of farms, farm households, total dollars and percentage of dollars from farm products sold by Nielsen counties, and inside and outside of standard metropolitan areas.

2161. *Foundation Garment Study.*
A study conducted in a single market area (the eight-county area around Des Moines) among *Farm Journal* women subscribers provides information on foundation garment buying habits and garments worn.

2162. *Top-Half Counties in Value of All Farm Products Sold.*
A map and accompanying statistical data on retail sales, effective buying income, number of farms, number of farm households, livestock and poultry on farms in these top-half counties is offered by *Farm Journal.*

2163. *Growth Stimulants Study.*
A study conducted last fall by *Farm Journal* among cattlemen in Iowa, Texas, Nebraska, Illinois and Kansas reports the extent of their use of growth stimulants in beef-cattle raising.

2164. *Get the Government Out.*
The results of an opinion survey of *Farm & Ranch* readers showing their attitudes toward government subsidies, foreign aid, farm program, federal aid to states and other national issues are available in this folder.

2165. *Acreage Devoted to Specific Crops.*
A series of fact sheets offered by *Farm & Ranch* gives figures on agreements filed for reserve acres and compensation, rice acres harvested, corn, soybean, wheat and hay production, and harvested acreage of 59 principal crops in the 17 states served by the magazine.

2166. *Farm & Ranch Fact Sheets: Food Expenditures, Households, TV Penetration, Electric Customers.*
Four fact sheets offered by *Farm & Ranch* give food and grocery expenditures by southern farm magazine subscriber families, total tv and non-tv households by counties, tv penetration by Nielsen counties, and electric customers as of Jan. 1, 1959.

2167. *Farm & Ranch Fact Sheets: Livestock and Poultry on Farms.*
Fact sheets reporting beef cattle, all cattle *vs.* beef cattle, milk cows, hogs and pigs, sheep and lambs, chickens (excluding commercial broilers), and layers on farms in the 17 states served by *Farm & Ranch* are available from the southern farm magazine.

2168. *Farm & Ranch Fact Sheets: Automotive and Farm Machinery.*
More *Farm & Ranch* fact sheets available to advertisers cover ownership of the following items by farmers in the 17 states covered: Automobiles, motor trucks, tractors, outboard motors, milk tank installations, grain combines, grain drills, corn and cotton planters, pickup balers, field forage harvesters, milking machines, chain saws, and manure spreaders.

2169. *Wisconsin Commercial Fertilizer Survey Report.*
Published by *Wisconsin Agriculturist* is this report on the use of fertilizer in that state in 1958 and plans for use in 1959. It includes data on types used, bag size preferred, months when fertilizer delivery is taken, spring and fall application, and crops on which fertilizer is used.

2170. *Wisconsin Farm Equipment Advertising Survey Report.*
This is a report of a survey made among Wisconsin farmers to determine their opinion of farm equipment advertising done in 1958, frequency of salesmen's calls, and purchases made as a result of such calls. It is available from *Wisconsin Agriculturist.*

Use the Coupons in Requesting Data

2171. *Wisconsin Stationary Engines Survey Report.*
Another *Wisconsin Agriculturist* survey report, this pamphlet indicates ownership and use of stationary engines, as well as size of engines owned by Wisconsin farmers.

2172. 1959 *Buying Intentions of Wisconsin Farm Families.*
A folder offered by *Wisconsin Agriculturist* shows the percentage of farm families who planned to buy each of several hundred items named in a survey conducted by the magazine, covering items for home and family and for the farm.

2173. *Livestock and Poultry Feed Survey Report.*
A survey report of feeding practices followed by Wisconsin farmers with chickens, hogs, beef and dairy cattle, including tabulations on use of antibiotics and arsenicals, egg marketing, bulk feeding and use of stilbestrol feed and implants, is available from *Wisconsin Agriculturist.*

2174. *Iowa Commercial Fertilizer Survey Report.*
A report on fertilizer use in Iowa in 1958 and plans for use in 1959, plus fertilizer supply preferences, is offered by *Wallaces' Farmer.*

2175. *Iowa Farm Equipment Advertising Survey Report.*
Iowa farmers indicated their opinions of 1958 farm equipment advertising, salesmen's calls and resulting purchases for this *Wallaces' Farmer* report.

2176. *Percentage of Commercial Fertilizer Sold Spring and Fall, 1948-1957, in Iowa.*
Another report offered by *Wallaces' Farmer* gives an analysis by types of fertilizer sold in Iowa, spring and fall, from 1948 through 1957, with both tons and percentages of yearly totals shown for both seasons.

2177. *Iowa Stationary Engines Survey Report.*
A report on ownership and use of stationary engines by Iowa farmers and size of engines owned is offered by *Wallaces' Farmer.*

2178. *Lawnmower Survey Report.*
Ownership of lawnmowers, type of mower, size of engine and blade, age of mower and other data are given in this *Wallaces' Farmer* report on Iowa farmers.

2179. 1959 *Sales Expectations of Iowa Retail Dealers.*
A poll of retail dealers in seven categories was undertaken by *Wallaces' Farmer* to provide data for this folder indicating the extent of retail business done with farmers and sales expectations of each group for the current year.

2180. 1959 *Buying Intentions of Iowa Farm Families.*
Readers of *Wallaces' Farmer* indicated their 1959 buying intentions for several hundred items; the results are summarized in a folder available from the farm magazine.

2181. 1957 *Iowa Corn, Hay and Oats Acreage Harvested by Townships and Counties.*
A report showing Iowa's 1957 harvested acreage of corn, all hay, alfalfa hay, and oats, and the number of farms by townships, is available from *Wallaces' Farmer.*

2182. *Chicken, Pig and Hog, Beef and Dairy Cattle Feed Survey Reports.*
Three detailed booklets offered by *Wallaces' Farmer* report on feeding practices of Iowa farmers, including data on special chemicals and minerals used, and how feeding is done.

2183. *Income and Coverage of New Jersey-Delmarva Farms.*
A fact sheet offered by *New Jersey Farm & Garden* shows cash receipts per acre and per farm in ten leading farm states and cash receipts by commodities for 1957 for New Jersey-Delmarva (Delaware, Maryland, Virginia) farms as compared with Pennsylvania and New York.

2184. *Dairy Operations in New Jersey and Delmarva.*
Another fact sheet offered by *New Jersey Farm & Garden* describes modern dairy farm operation in New Jersey, based on a 1955 study, and compares it with that of surrounding states.

2185. *Georgia Farm Market.*
This data folder available from *Georgia Farmer* gives cash receipts from farm marketings in southern states, value of Georgia crops, cash receipts from peanuts, tobacco and pecans, livestock on Georgia farms by classes, poultry product income, fertilizer usage, and farm income for 1958.

2186. *Cotton Belt Market Studies, Series II,* 1958.
This five-part study, offered by *Cotton Trade Journal* at a cost of $10 per set, provides data on growing, ginning and cottonseed crushing by states in the 14-state U.S. cotton belt. Four of the study's sections describe cotton markets in the Southeast, West, Far West and Mid-South, while the fifth is concerned with "Cotton's Economic Importance to Southern United States."

2204. *Voice of California Agriculture.*
Data sheets issued by the California Farm Network, Berkeley, include a county-by-county breakdown of number of farms and value of farm products in California.

2205. *Florida Farm Data.*
Data sheets issued by the *Florida Grower & Rancher* give Florida farm population by county, truck farms and acreage harvested per county, and number of citrus bearing trees and citrus production by county.

2206. *Dakota Farm Data.*
A brochure prepared by the *Dakota Farmer* gives number of farms and acreage per crop for various crops and for total crops in the Dakotas, compared with other states. Livestock data also is included.

2261. *Farmer Cooperatives in the Next Decade of a Changing Agriculture.*
A special public relations edition of *Cooperative Digest* containing discussions by prominent individuals in the field of agriculture on the outlook for the decade ahead for farmer cooperatives is available.

2262. *Type of Business and Volume, Location and Membership of Farmer Cooperatives.*
Two charts reprinted from *Cooperative Digest* give statistics on business volume of marketing, supply and service cooperatives, broken down into types of products, and figures on co-op membership for each state.

"National Space-Users Finally 'Find' Religion"

"Something has been happening in the religious publications field. National advertisers, who once steered clear of using religious media, no longer are reluctant.

"We asked William E. Matthews, VP of media relations for Young & Rubicam, to explain the change.

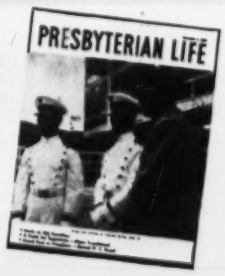
" 'In part the change is due to the attitude of the religious publications themselves,' he said.

" 'They have accepted the idea that media selection is done solely on the basis of the advertising value of the medium, and not to support a special group.

" 'It's not that we ask them to conform to commercial standards. We are interested in editorial responsibility, rather than editorial attitude. If the publication is doing the job for its readers, and we want to reach those readers, we will use it.' "

Excerpt from Doris Willens' column in the New York Journal-American, Jan. 15, 1959

PRESBYTERIAN LIFE Proves It...



- Advertising lineage in 1958 EXCEEDED 1957 by 18%.
- Orders for 1959 space are 40% AHEAD of a year ago.
- Major national advertisers representing a wide range of products and services are responsible for this growth.

PRESBYTERIAN LIFE

Witherspoon Building, 130 S. Juniper St., Philadelphia 7, Penna.

Published on the 1st and 15th of every month.

Net Paid 1,109,292, Publisher's ABC Statement, July-Dec. 1958

Mr. & Mrs. Walter C. Barnes of Dallas Co., Iowa, as featured in FARM JOURNAL

You're looking at the Barnes' home in Dallas County, Iowa. A few years ago you'd have probably taken it for a sample home in an expensive suburb. Today, it's a sample of how prosperous FARM JOURNAL families live—and want to live.

Of course, there are farm homes not as modern as the Barnes'. But every day, more and more are looking this way. And most farm families look to FARM JOURNAL to help show the way.

Prosperous farm families are today's most eager buyers. And with *$200 billion* worth of assets, they're well primed for purchasing.

Cash in on this passion for fashion. Make the most of this marketing opportunity. Just remember these two facts: Nothing influences farm families like a farm magazine—and no farm magazine means so much to so many as FARM JOURNAL.

PRIMER FOR PURCHASING

The big and growing assets of farm families in billions of dollars.

1955	**$164.6**
1956	**$168.2**
1957	**$176.4**
1958	**$186.7**
1959	**$200.***

U.S.D.A. estimates

*Speaking of buying power, more than 70% of U.S. farm families have no mortgage debt—89% of total assets are unpledged.

Most of the best farm families depend on

FARM JOURNAL
Philadelphia 5, Pa

the same is true among advertisers

Graham Patterson, *Publisher*
Richard J. Babcock, *President*

Available Market Data—Farm

To secure copies of data listed, use the handy coupons

2263. *Southern Milk Products Survey 7A-7.*
This booklet reports a *Progressive Farmer* subscriber family survey of use of evaporated milk, non-fat dry milk and margarine, specifying the number of families using each product, number of families buying within a period of time, brands purchased, and quantities used in one month.

2264. *Food Products Used by Southern Farm Families.*
A report on a survey covering 106 food products is offered by *Progressive Farmer*, showing the number of subscriber families using the products and the number and percentage using individual brands. It is available free to advertisers and their agencies, but others will be charged $5 a copy.

2265. *Estimated Sales of Electrical Appliances by Regions, 1958.*
A two-page folder offered by *Progressive Farmer* lists sales of 13 major electrical appliances and percentage of total U. S. sales for each appliance by sections of the country.

2266. *Financial Statement of Southern Farm Families.*
This is a graphic presentation reporting cash farm income for 16 southern states, annual average bank deposits combined with U. S. savings bonds owned by southern farmers, and a listing of income from specific farm products. It is available from *Progressive Farmer.*

2267. *The South on the Move.*
A series of data sheets offered by *Progressive Farmer* gives reports on telephone installations, housing starts, and retail sales gains by areas.

2268. *The Blue Ribbon Farm Market of Texas.*
Offered by *Texas Ranch & Farm* is a folder providing market analyses of 150 wealthy west Texas counties including number of farm homes, 1957 per-farm income and total farm income.

2269. *Missouri Ruralist 'Time and Season' Calendar.*
A guide specially designed for advertisers, showing principal major crop and livestock farm activities by month for the state of Missouri, is offered by *Missouri Ruralist.*

2270. *Kansas Farmer 'Time and Season' Calendar.*
The same kind of guide to major crop and livestock farm activities as described above is offered by *Kansas Farmer* for that state.

2271. *Analysis of Rural Kansas.*
Principal crop and livestock information by Kansas counties, including crop yield, production and acreage of crops, and number and value of livestock, is provided by this brochure published by *Kansas Farmer.*

2272. *Analysis of Rural Missouri.*
Data on Missouri farm production by counties, as described above, is available from *Missouri Ruralist.*

2273. 1959 *Buying Intentions of Wyoming Ranchers.*
Wyoming Stockman Farmer offers this analysis of buying intentions of ranchers, farmers and their families, specifying plans for buying farm equipment, automotive products, chemicals, building materials and appliances. The Wyoming sales potential for 200 or more items is also described.

2274. *The Fast-Moving* $2,500,000,000 *Swine Industry.*
A folder offered by *Breeders' Gazette* under this provocative title points out the numbers of hogs sold on U. S. farms annually, their marketing pattern and numbers per farm.

2275. *Grass and Hay Crop Management.*
Another publication of *Breeders' Gazette* gives machinery requirements of the modern livestock farm, the value of machinery per farm worker, annual production expenses in U.S. farming, and income from livestock production.

3153. *Orchard Chemicals Spending.*
A survey by *American Fruit Grower* shows the major crops, average acreage and per acre production of buyers of insecticides and other orchard chemicals.

SOON TO BE PUBLISHED

2027. *Farm Machinery Market.*
Nation's Agriculture is preparing a new booklet on the size and scope of the farm machinery market which will cover tractors, harvesting machinery, plows, haying equipment, planting and spreading machinery, and livestock equipment.

2028. The 1958 *Cost of Doing Business Survey.*
An annual report to be published in May by *Farm & Power Equipment* will show sales, margins, inventories, expenses and related information on tractor and farm equipment dealers throughout the U. S.

2029. *Poultry Industry Statistics.*
A 30-page booklet incorporating the latest U.S.D.A. and Census of Agriculture data on the production and sales of eggs, layers, broilers, turkeys and other poultry, will be published June 1 by Watt Publishing Co.

2079. *Graphic Highlights from the Ohio Farm Petroleum Market.*
A book of graphs and charts illustrating the results of a survey of automotive equipment and the use of fuels and lubricants among Ohio farmers will be issued about June 1 by Capper-Harman-Slocum.

2080. *Graphic Highlights from the Pennsylvania Farm Petroleum Market.*
A book of graphs and charts illustrating the results of a survey of automotive equipment and the use of fuels and lubricants among Pennsylvania farmers will be published about July 1 by Capper-Harman-Slocum.

2274. *The Fast-Moving* $2,500,000,000 *Swine Industry.*
Another publication of *Breeders' Gazette* under this provocative title points out the numbers of hogs sold on U. S. farms annually, their marketing pattern and numbers per farm.

2187. *Markets, Places, People.*
Slated for publication in June, this study by *Farm Journal* stresses the importance of the farm-rural population in major wholesale drug and grocery areas, and in major retail trading areas, covering all U.S. counties and providing pertinent market facts in each case.

2201. *Grocery Products Survey.*
This survey will offer a picture of brand preferences of 100 most common grocery items used in farm homes. Answers to questions about farm buying habits, where groceries are purchased, demand for fresh fruits and home baking are included in the report by *The Farmer* to be published in late spring, 1959.

2202. *The Upper Midwest's Biggest Grocery Market.*
Statistics on the grocery buying habits of the farm families of Minnesota and the Dakotas, and a comparison of their consumption with that of urban families are included in this report which will be published in the winter, 1959 by *The Farmer.*

2203. *Agricultural Chemical Survey.*
Questions in this survey focus on types of chemicals used now; increased usage in the last 2 years and total money invested in sprays; types of spray equipment on farms; seed treatment; legume innoculation; fungicides, defoliants; and grain-corn storage. To be published in summer, 1959 by *The Farmer.*

2207. *California Farmer Summary.*
A brochure to be published in July by the Katz Agency, New York, will show number of farms in California, its rank among states in income from farming and livestock and will outline income by crops use of farm equipment in the state.

2276. *Southern Farm Families' Meal Serving, Cooking and Baking.*
To be available next month is a subscriber survey report from *Progressive Farmer* showing the number of individual meals served in all U. S. homes, in urban homes, in farm homes, and in PF subscriber family homes. Also to be covered are all forms of baking and ingredients used.

2277. *The Farm Market.*
Progressive Farmer will also publish this booklet in May reporting on the assets and consumer capacity of farm people.

TO OBTAIN MARKET DATA USE THIS COUPON

Readers' Service Dept., ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

Please send me the following data (insert code number of each item wanted):

Name ..... Title .....

Company .....

Address .....

City & Zone ..... State .....

This coupon will not be serviced after July 15, 1959

REGIONAL AND LOCAL MARKETS

NOTE: Most items listed here are available without charge, but not all. Those requesting material which bears a price will be billed at the stated price by the publishers.

6200. 1959 *TV Guide Food and Drug Guide.*
This is a 36x24" wall map listing *TV Guide's* circulation in food and drug stores both nationally and for each of its 51 regional editions, and giving retail sales figures for each region.

6201. 1959 *TV Guide Data Book.*
A series of loose-leaf pages giving circulation, circulation area maps, market statistics and tv stations for each of its 51 editions is available from *TV Guide.*

6202. *All-Florida Food Study.*
Offered by Branham Co., this series of data sheets covers major Florida market areas, giving population data, location and number of chain and co-op food markets, and newspaper circulation information.

6203. *The Georgia Group.*
Population, income, retail and wholesale sales, and media coverage data for the Augusta, Columbus and Macon, Ga., markets are given in this data folder available from Branham Co.

6204. *CAP-A-City for Sales Growth.*
This is a map accompanied by population statistics and data on the large and small towns served by the 12 Connecticut Action Press (CAP) Group papers. It is offered by Ralph R. Mulligan, newspaper representative.

6205. *The OK Group.*
Negro population statistics for the six southern cities (Baton Rouge, New Orleans, Mobile, Houston, Memphis, and Lake Charles, La.) served by the OK Group of Negro radio stations are given along with this coverage map offered by OK.

6206. *Thirteen of the West's Sweetest Trading Centers.*
Market profiles of 13 western communities served by Scripps League newspapers are included in this media file which provides data on population, families, effective buying income, retail sales, gross farm income, etc.

Top Canadian and USA Agencies get the feel of their advertising, and new products in Canada's Seventh Newspaper market . . . a market dominated by The London Free Press . . . the Total Selling Medium.

Your advertising reaches the best cross-section in a stable, diversified market that racked up $654,875,000. in retail sales in 1958.

Your advertising is backed by all the services you need for maximum impact at the retail sales counter . . . stock checks, tie-ins, hookers, etc.

In color too . . . The London Free Press meets all Agency demands . . . one reason why Western Ontario's Foremost Newspaper stood FIRST in ROP color in '58.

8 Localized editions daily —morning through evening—gives you a 'live' vehicle for your selling message. Write, or phone for your copy of our Market Data Book.

Before you buy Canada —test London with Southwestern Ontario— Canada's favorite test market!

The London Free Press
Western Ontario's Foremost Newspaper
MARCH DAILY AVERAGE • 105,531
LONDON, ONTARIO • CANADA

One of a series of comments on Metropolitan Oakland as a market by advertising agency executives.

Metropolitan Oakland (Alameda County) is high on the list of U. S. cities wherein great population increases are making important market changes. In recent years it has become the largest population center in Northern California. As such, it is one of the West Coast giants that are moving the nation's center of consumption and distribution of merchandise toward the West.

Topping all Northern California counties in total retail sales, Metropolitan Oakland is certainly one of the prime "keep-your-eye-on" markets in the United States.

EARLE LUDGIN, Chairman of the Board,
EARLE LUDGIN & COMPANY, Chicago

YES, it is important to recognize Metropolitan Oakland's commanding size as a market. It is equally important to remember this fact:

ONLY THE

Oakland Tribune

COVERS METROPOLITAN OAKLAND*

Greatest Home Delivered Circulation in Northern California

National Representatives:
CRESMER & WOODWARD, INC.

GO BIG.. BE BIG
In the TRIBUNE...

*65% of the more than 250,000 families in Metropolitan Oakland (Alameda County) are Tribune subscribers

Member Metro Sunday Comics Network

7
SPECIALIZED POULTRY MAGAZINES
To give you Better Coverage... Greater Editorial Influence in the $3,500,000,000 Poultry Industry

ABC **POULTRY TRIBUNE**
The magazine for the EGG INDUSTRY whose subscribers own 93% of all laying hens in flocks of 400 or more. Available in five editions: Eastern, Midwest, Southeast, Southwest and Pacific, or any combination of these.

ABC **PACIFIC POULTRYMAN**
Edited in the West to serve the $400,000,000 poultry industry of the eleven Western states. Serves as the Pacific edition of Poultry Tribune.

ABC **BROILER GROWING**
The national publication of the broiler industry serving broiler producers, contractors and servicemen who grow 85% of the nation's broilers.

ABC **TURKEY WORLD**
No. 1 national monthly turkey magazine reaching the producers of 91% of the nation's turkeys.

BPA **HATCHERY and FEED**
Monthly business magazine guiding production, service and merchandising for hatcherymen and feed suppliers who annually sell an average of $226,276 worth of feeds, chicks and poults, health products, equipment, fertilizer, seeds, etc.

BPA **POULTRY PROCESSING and MARKETING**
Leading monthly business magazine serving the nation's $5 billion poultry and egg processing and marketing industry.

BPA **INDUSTRIA AVICOLA**
Reaching importers, distributors, dealers and farmers who buy poultry equipment, feeds, chicks and supplies in Latin America, Portugal and Spain.

FREE!

Contains complete statistics on the poultry industry. Write for FREE copy today!

WATT PUBLISHING CO.
Sandstone Building
MOUNT MORRIS, ILLINOIS

Available Market Data—Local

To secure copies of data listed, use the handy coupons

6214. *New England States as a Food Market.*
A mimeographed 14-page report by the *Yankee Grocer*, Boston, covers retail grocery store sales by groups, such as corporate chains, smaller chains, voluntary groups, cooperative groups and independents for the New England states.

6211. *The 71-County Wisconsin Market.*
A 64-page booklet, issued by the Wisconsin Newspaper Advertising Executives Assn., Madison, shows population, income, retail sales, auto registrations and number of manufacturers in each of Wisconsin's 71 counties, plus transportation facilities, retail outlets and type of industry for each of the newspaper communities in Wisconsin.

SOON TO BE PUBLISHED

6208. *Jewish Advocate Market Data Folder.*
Next September, the *Jewish Advocate* will publish its first annual market data folder defining the extent and importance of Jewish buying power in New England.

6215. *Sales in the South.*
Sales rank by dollar volume in ten basic sales classifications for the South's top 25 metropolitan markets, and rank of 292 such national markets, including dollar volume gain or loss in each classification, will be given in a brochure to be published about June 1 by the *Greensboro* (N. C.) *News & Record*.

ALABAMA

3000. *Northwest Alabama Data*
Population, households, effective buying income, retail sales in total and by category, building permits and bank deposits in the local area are covered in a folder issued by the *Florence Times* and *Tri-Cities Daily*, Florence.

3070. *Birmingham Negro Market.*
This booklet based on the *Birmingham News* and *Post-Herald* consumer analysis survey includes data on Negro family income, Negroes having electricity and gas, automobiles and other conveniences, food products, soaps, toiletries, and other products in the Birmingham market.

3476. *WSFA-TV Market Summary.*
A brochure offered by WSFA-TV, Montgomery, gives food product distribution, population, households and retail sales in the area.

3477. *WOWL-TV Market Information.*
A folder published by WOWL-TV, Florence, lists households, population, retail sales, garage services receipts, farm population and sales of farm products in the coverage area.

3736. *Mobile Look.*
A brochure issued by the *Mobile Press Register* gives population, income, post office receipts, retail sales and construction data for the area.

3737. *WAPI-TV Data.*
Population, families, tv families, income, retail sales and farm population are covered in a brochure issued by WAPI-TV, Birmingham, for its area.

3738. *The Florence Market.*
A data sheet issued by the *Florence Times* and *Tri-Cities Daily* for the trade area gives population, families, passenger cars, retail sales by categories and farm population, homes, cars and purchases.

ARIZONA

3071. *Facts on K-GUN Coverage.*
Market facts on the greater Tucson, southern and eastern Arizona area, including income, employment, population, and retail markets are in this report issued by K-GUN-TV, Tucson.

3072. *Catalyst for Sales—KIVA.*
A folder issued by Valley Telecasting Co., Yuma, Ariz., covers population, households, income, retail sales of the three U. S. counties and area in Mexico covered by KIVA.

3073. *Tucson Data.*
The *Arizona Daily Star* and *Tucson Citizen* have issued this folder which gives data on income, retail sales, population and number of households in the five-county Tucson market.

ARKANSAS

3478. *Northwest Arkansas Buying Habits.*
Reader buying habits are covered in a brochure reporting on a survey by the University of Arkansas Journalism Department and issued by the *Northwest Arkansas Times*.

3226. *The KNAC-TV Market.*
A county-by-county breakdown of homes, tv sets, retail sales and retail sales tax collections for the coverage area are included in a brochure issued by KNAC-TV, Fort Smith.

3227. *KFSA Data.*
Income per household and a 13-county breakdown of homes and radio homes in the coverage area are presented in a brochure published by radio station KFSA, Fort Smith.

CALIFORNIA

3009. *Long Beach Brand Preferences*
A brochure issued by the *Independent Press-Telegram*, Long Beach, surveys brand preferences in grocery, drug and cosmetic products and ownership of appliances, plus income, home ownership and age characteristics of the Long Beach city zone.

3010. *Stamford Data*
A three-way comparison of Stamford vs. Connecticut vs. the U. S. in population and dwelling unit growth, effective buying income, number of establishments, employment and retail sales is presented in a 20-page booklet published by the *Stamford Advocate*.

3074. *Market Data for the Gold Coast Stations.*
Utilizing statistics from *Sales Management's* Survey of Buying Power, this booklet gives estimated dollar volume of various retail categories by counties in the coverage area of KSBW-TV, Salinas, and KSBY-TV, San Luis Obispo.

3075. *Land of the Dons.*
Stations KSBW-TV, Salinas-Monterey, and KSBY-TV, San Luis Obispo, have issued this booklet which contains data on the Mexican market in the area.

3076. *KTTV Coverage Map.*
A coverage map of KTTV, Los Angeles, together with market data about the Los Angeles market is contained in this folder issued by the station.

3077. *The San Bernardino Market.*
The *San Bernardino Sun-Telegram* has issued this booklet containing data on city, county and metropolitan areas of the San Bernardino market, including maps and illustrations.

Use the Coupons in Requesting Data

3078. *KBIQ Coverage Map.*
KBIQ, Los Angeles, has issued a map and data sheets showing fm penetration in the area and other market data.

3079. *KRON-FM.*
This folder issued by KRON-FM, San Francisco, includes a coverage map and data on the San Francisco area population, families and retail sales.

3080. *The Metropolitan Oakland Area.*
Data on Oakland and six bay area counties, including retail sales, school enrollment, a breakdown of industry types and income tax returns are covered in a booklet issued by the *Oakland Tribune*.

3081. 1959 *Survey of Northern California Markets.*
Northern California's eight trading areas, their population, number of families, retail sales, food sales and drug sales are listed by county and trading area along with percentages that trading areas represent of northern California totals. Issued by the *San Francisco Call-Bulletin*.

3082. *Stockton Data.*
The *Stockton Record* has issued this folder covering population and retail sales for Stockton.

3083. *KKTV Market Facts.*
This report issued by KKTV, Pueblo, Colo., contains statistics on population, families, retail sales, consumer spendable income and permanent military personnel for the KKTV coverage area.

3084. *Buying Habits and Brand Preferences of Mexicans in San Francisco.*
Buying habits and brand preferences of certain food, beverage and household items and certain economic characteristics of the Mexican population in the San Francisco Bay Area are surveyed in this report by KLOK, San Jose. The station has prepared a separate, similar study on four other ethnic groups:

3085. *Portuguese Population.*

3086. *Chinese Population.*

3087. *Japanese Population.*

3088. *Greek Population.*

3089. *Penetration Study of Newspapers.*
This study conducted by Facts Consolidated and issued by the *Anaheim Bulletin*, shows occupation of head of household, home ownership, family income and race of Orange County.

3489. *Palo Alto Story.*
Population, climate, auto registrations, building permits, school enrollment, payrolls, bank deposits, shopping districts and other information about Palo Alto is available in a booklet of the *Palo Alto Times*.

3490. *Metropolitan San Jose.*
A folder from the *San Jose Mercury & News* includes data on population, retail sales, new dwelling units and liquor sales for the nine-county bay area.

3491. *San Jose Data.*
Population, effective buying income, nine classifications of retail sales, housing and employment data are contained in a booklet from the *San Jose Mercury & News*.

3492. *San Jose Brand Preferences.*
A study of brand preferences in food, drugs, beverages, appliances and cars, plus population characteristics, for the *San Jose Mercury & News* market area is presented in a booklet issued by the newspaper.

3493. *San Jose Retail Sales Trends.*
A quarterly report on taxable sales of retail outlets in the San Jose area is published by the *San Jose Mercury & News*.

3494. *Los Angeles County Income.*
Family income, broken down into 16 economic areas in Los Angeles county, is covered in data sheets offered by the *Los Angeles Times*.

3495. *Population and Buying in Los Angeles.*
The relationship between population and buying traffic in nine product classifications for Los Angeles county is contained in a series of charts by the *Los Angeles Times*.

3496. *Los Angeles Times' Home Audit.*
Reports on the movement of branded merchandise in the Los Angeles market are available to manufacturers producing the product or brand included in the reports, or to agencies handling those products or brands, from the *Los Angeles Times*.

3497. *Product Trends in Los Angeles.*
Trends in relative usage of food store items, household drugs and cosmetics in Los Angeles county from 1946 through 1958 are detailed in a folder from the *Los Angeles Times*.

3498. *Cosmetics and Toiletries Sales in Los Angeles.*
Total sales of cosmetics and household toiletries from 1953 through 1957 are broken down, by percentages, into the 16 major areas comprising Los Angeles county in a chart from the *Los Angeles Times*.

3499. *Furnishings and Appliance Sales in Los Angeles.*
A chart from the *Los Angeles Times* lists total sales of home appliances and home furnishings for 1958, broken down by percentages into 16 areas of Los Angeles county.

3500. *Men's Clothing Sales in Los Angeles.*
Per cent of total purchases of men's clothing and furnishings in 1958 is listed for each of 16 economic areas of Los Angeles county, in data sheets available from the *Los Angeles Times*.

3501. *Los Angeles, 1958.*
Data on agriculture, housing, income, industry, employment, population, auto registration, retailing, transportation and utilities for the Los Angeles market are contained in a brochure from the *Los Angeles Times*.

3502. Appliance Sales in Los Angeles.
Data on appliance sales in Los Angeles county for 1957, including sales increase, place of purchase and per cent of saturation, are available from the *Los Angeles Times*.

3503. *Los Angeles Cigaret Sales.*
Cigaret market comparisons through 1957 in Los Angeles county are presented in a data sheet offered by the *Los Angeles Times*.

3504. *Los Angeles Market Map.*
The 16 major economic areas in Los Angeles county are detailed on a map 21x26" from the *Los Angeles Times*.

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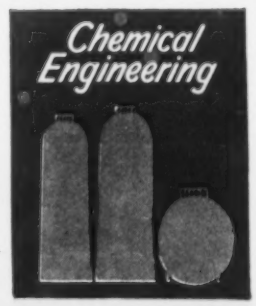
The Chemical Engineer Nurses 5,000,000 Babies A Year

Miracle drugs, vaccines, general pharmaceuticals . . . safeguards for a better, longer life made possible by the chemical engineer and his technology.

Wherever the chemical engineer appears in industry — in the familiar Chemical Process Industries from fertilizers to pharmaceuticals, and ever reaching beyond — he is a key buying pivot. To solve plant problems, he instigates orders, specifies raw material and equipment required. He develops products and processes, designs and builds plants and keeps them operating profitably. He is your *first* sales target.

For 55 years of industry growth and expansion, CHEMICAL ENGINEERING has maintained its sharp editorial focus on this man, wherever he is, whatever he does. It's the solid 3 to 1 choice among chemical engineers in all functions, in all industries. Now they get it *more often*, spend *more time* with it . . . Starch "Noted" scores are up 11.3%, "Read Most" scores up 28.7%, inquiries up 15.5% over 1957's monthly issues. CHEMICAL ENGINEERING, a McGraw-Hill Publication, 330 W. 42nd St., New York 36, N.Y.



Published every other monday for Chemical Engineers in all functions

LOST OR MISSING:

40% OF THE MEMPHIS MARKET!

by
Bert Ferguson
Exec. Vice-President,
WDIA

Memphis is a *big* market! Yes, it's *America's 10th largest wholesale market!* And, it's true: In the Memphis market you're actually missing 40% of the people unless you use WDIA! And—this is a fact we can prove—only WDIA sells the Memphis Negro buyer!

As America's only 50,000 watt Negro radio station . . . only 50,000 watt station in the Memphis area . . . WDIA has chalked up an outstanding success story. Through a unique combination of exclusive Negro programming, powerful personal appeal and hard-hitting salesmanship our all-Negro entertainment staff commands the Memphis Negro's loyal listenership. What's more, by an active program of public service and civic leadership, WDIA has become an integral part of its listeners' daily lives!

RESULT: WDIA IS MORE THAN JUST A RADIO STATION—IT'S AN ADVERTISING FORCE IN THE MEMPHIS MARKET!

IT'S A BIG BUYING MARKET!

Here's why WDIA's fabulous success means high volume sales and profits for you: Within WDIA's listening pattern are one-and-a-quarter-million Negroes! The biggest market of its kind in the entire country! They have totaled earnings of $616,294,100 per year. And they spend, on the average, 80% of this big income on consumer goods!

Last year, for instance, Negroes bought 47.9% of the sugar sold in Memphis . . . 78.4% of the packaged rice . . . 43.2% of the face powder . . . 45.1% of the household waxes and polishes . . . 38.6% of the bread!

SALES RESPONSIVE!

And, before the Memphis Negro buys, he listens—to WDIA! Negro magazine and newspaper readership is low. Television ownership is low, too! And, you cannot reach the Memphis Negro with any other radio station, because he listens first and foremost to WDIA!

Further proof that the Negro listens *and* buys: WDIA consistently carries more local and national advertisers than any other station in Memphis. In the past 10 years, these advertisers have invested $4,396,854.81 on WDIA. That's a lot of money. That's a lot of satisfied advertisers! This year-in, year-out list includes . . . B. C. HEADACHE REMEDY . . . WONDER BREAD . . . PROCTER & GAMBLE . . . CARNATION MILK . . . CAMEL CIGARETTES . . . BRER RABBIT SYRUP . . . FOLGER'S COFFEE.

It all adds up to this: IN MEMPHIS, IT TAKES WDIA TO SELL THE MEMPHIS, NEGRO MARKET! That's why, no matter what your budget is for the Memphis Market . . . no matter what other media you're using . . . a big part of every advertising dollar must go to WDIA! Otherwise, you're missing 40% of this big buying market!

Why not write us today for facts and figures in your own field. We'd like to show you how WDIA can be a powerful advertising force for you!

WE'RE PROUD TO ANNOUNCE WDIA IS NOW REPRESENTED NATIONALLY BY THE BOLLING COMPANY

TOP RATED BY ALL AUDIENCE SURVEYS FOR TEN YEARS!

EGMONT SONDERLING, President

ARCHIE S. GRINALDS, JR., Sales Manager

Available Market Data—Local

To secure copies of data listed, use the handy coupons

3479. *KARM Coverage Map.*
A coverage map for KARM, Fresno radio station, includes population, households, income and retail sales.

3480. *Southern California Population by Sales Territories.*
Jan. 1, 1959, population by sales territories in the southern California market, and by individual cities within each territory, showing comparison with the 1950 Census, is covered in a booklet issued by the *Los Angeles Examiner.*

3481. *Households by Sales Territories.*
Occupied households by sales territories in southern California, and by cities within each territory, as of last Jan. 1 and compared with the 1950 Census, are shown in a booklet of the *Los Angeles Examiner.*

3482. *Income by Sales Territories.*
Disposable income, covering 1958, by sales territories in southern California, and by individual cities within each territory, compared with 1954, is shown in a booklet of the *Los Angeles Examiner.*

3483. *Retail Sales by Territories.*
Retail sales in 1958, by sales territories in southern California, and by cities within each territory, compared with 1954, are covered in a booklet of the *Los Angeles Examiner.*

3484. *Guide to Sales Quotas in Southern California.*
A booklet offered by the *Los Angeles Examiner* analyzes population, households, retail sales and income by various marketing divisions, compared with the U. S. as a whole, from 1939 to 1958—all aimed at helping you establish sales quotas by territories.

3485. *San Diego Home Audit.*
An inventory of 400 homes every two months, covering 92 grocery store products, 15 household drugs and toiletries, 14 home furnishings and appliances, and automotive data is presented in booklets published by the *San Diego Union & Evening Tribune.*

3486. *San Diego Market Analysis.*
Population, dwelling units, employment, sources of income, and retail expenditures are covered in a folder published by the *San Diego Union & Evening Tribune.*

3487. *San Diego Market Map.*
A county-by-county breakdown of families and population is given on a coverage map issued by the *San Diego Union & Evening Tribune.*

3488. *San Bernardino Facts.*
A brochure issued by the *San Bernardino Daily Sun* and *Evening Telegram* covers automotive sales and various other retail sales, income, bank clearings, dwelling units, population and building permits.

3228. *The KNTV Story.*
A booklet issued by tv station KNTV, San Jose, gives population and retail sales for the five-county coverage area.

3229. *The Riverside Market.*
Population, a breakdown of age groups, bank debits, school enrollments, income and retail sales are covered in a 24-page booklet on the local market, published by the *Riverside Press-Enterprise.*

3230. *Los Angeles Households.*
Households in the Los Angeles metropolitan area and southern California market, showing the nine-year change and broken down into operating sales districts, are tabulated in a booklet of the *Los Angeles Examiner.*

3231. *Los Angeles Population Changes.*
Population changes in the Los Angeles metropolitan area and southern California market, broken down into operating sales districts, are covered in a booklet of the *Los Angeles Examiner.*

3232. *KFBK Coverage Area.*
A report issued by radio station KFBK, Sacramento, gives population, families, income and retail sales in the coverage area.

3233. *KMJ-TV Coverage Area.*
Population and retail sales for the coverage area are presented in a folder issued by KMJ-TV, Fresno.

3234. *KBEE Market.*
Population, families, income and retail sales in the four-county coverage area are listed in a report by radio station KBEE, Modesto.

3235. *KERN.*
A folder by radio station KERN, Bakersfield, gives population, families, income and retail sales for the coverage area.

3237. *Sacramento Data.*
A brochure issued by the *Sacramento Bee* covers population, employment, income, sales and agricultural data on the 19-county market.

3238. *Modesto and Its People.*
Population, employment, income, sales and agricultural data on Modesto and its two-county market are covered in a report by the *Modesto Bee.*

3239. *The Fresno Market.*
Fresno's four-county market, including population, employment, income, sales and agricultural data, are covered in a report by the *Fresno Bee.*

3240. *Santa Barbara Data.*
A folder issued by the *Santa Barbara News-Press* lists average state income tax figures for Santa Barbara county, compared with other California counties, and showing Santa Barbara is highest.

3505. *KASN Negro Market.*
Data on population, income and buying power, plus brand preference in food, beverages, household products, toiletries, medicine, tobacco, appliances, cars and other products of the San Francisco Bay Negro market are detailed in a two-part report from KASN Radio, San Francisco.

3506. *Stockton Market Data.*
The *Stockton Record* offers a folder of information on population, families, building, labor, retail outlets, schools, manufacturing, public utilities, banks, savings and real estate in its trading area.

3507. *San Francisco Market.*
Population trends, buying power, family units, shopping centers and housing in the area are included in a booklet from the *San Francisco Chronicle.*

3508. *Anaheim Bulletin Readers.*
Data on readers of the *Anaheim Bulletin,* including occupation of heads of household, home ownership, family income, family size and length of residence is offered by the newspaper.

3509. *Growth in San Jose.*
Growth of metropolitan San Jose is shown in comparison with other major U.S. markets on the basis of population, retail sales and employment in a brochure from the *San Jose Mercury & News.*

3510. *Los Angeles County Growth.*
Growth in population, spendable income and retail sales in Los Angeles county, with emphasis on its own market area, is contained in a brochure from the *Pasadena Independent, Star-News.*

3511. *Long Beach Market Data.*
Population and retail sales for the Long Beach area are detailed in a booklet from the *Long Beach Independent* and *Press-Telegram.*

3512. *Southern California Market.*
Food store sales for 10 counties in Southern California are included in a folder from the *Southern California Grocers Journal,* Los Angeles.

3513. *Pasadena Market.*
Population, buying power and retail sales in the Pasadena city and retail zones are covered in a brochure of the *Pasadena Independent, Star-News.*

3514. *Pasadena Garden Supply Market.*
Average annual expenditure for garden supplies, plus garden club activities in Pasadena are covered in a brochure issued by the *Pasadena Independent, Star-News.*

3515. *Pasadena Literary Market.*
Education, occupations, income, library circulation and book and stationery store sales in Pasadena are covered in a booklet issued by the *Pasadena Independent, Star-News.*

3516. *Pasadena Liquor Market.*
Sales of distilled spirits in Pasadena are covered in a folder issued by the *Pasadena Independent, Star-News.*

3517. *Pasadena Auto Sales.*
Auto sales figures for Pasadena and surrounding territory in 1958 are included in a brochure from the *Pasadena Independent, Star-News.*

3518. *Pasadena Financial Market.*
Information on stock brokers, income, buying power, education and occupation in Pasadena is offered in a brochure by the *Pasadena Independent, Star-News.*

3519. *San Francisco Peninsula.*
Peninsula Newspapers, Burlingame, offers a booklet with information on population, income, purchasing power and retail sales in the peninsula area south of San Francisco.

3520. *Humboldt Market Data.*
Population, retail sales, spendable income and retail sales in the Humboldt area are contained in a folder from the *Humboldt Times* and *Standard.*

3521. *The Berkeley Market.*
Population, spendable income, retail sales, food sales and auto sales in Berkeley are covered in a brochure from the *Berkeley Daily Gazette.*

3522. *KBIG Market Data.*
Population, families, auto registrations, effective buying income and total sales for the area are covered in a folder issued by KBIG, Catalina radio station.

3523. *San Diego Data.*
The San Diego Chamber of Commerce offers an annual business survey booklet, with information on industry, employment, population, construction, retail sales, finances and utilities. A monthly economic bulletin is also available.

3652. *Redding Data.*
This brochure includes figures on population, incomes, taxable sales, industries, employment, types of stores by category, new and planned developments, income sources, sales per household and family income in the market covered by the *Redding Record-Searchlight.*

3800. *KDUO-FM Coverage Data.*
Population, effective buying power, per cent of fm radio homes in the five key southern California counties, plus data on fm listening habits by income, occupation and hours of the day are presented in a booklet issued by KDUO-FM, Hollywood.

3807. *Los Angeles Population and Dwellings.*
A series of data sheets and maps issued by the Los Angeles Times-Mirror Co. covers population and dwelling units in Los Angeles County by the 16 major economic areas and by census tracts.

3808. *Los Angeles Shopping Centers and Outlets.*
A series of data sheets issued by the Los Angeles Times-Mirror Co. lists shopping centers, new and proposed shopping centers, licensed outlets and total taxable sales in the area.

3809. *Passenger Car Registrations.*
Competitive positions and registrations of new passenger cars in Los Angeles County and registrations in the state, plus state motor vehicle registrations by counties, are given in a series of data sheets issued by the Los Angeles Times-Mirror Co.

3810. *Imported Car Registrations.*
A series of data sheets issued by the Los Angeles Times-Mirror Co. gives the competitive position of new imported passenger car registrations in each of the 16 major economic areas of Los Angeles County yearly, by makes in the county, 1952-58, and by makes in southern California, 1952-58.

A Major Midwestern Industrial Market in the Ohio River Valley—the Ruhr of America—where one Daily Newspaper Combination reaches 9 out of every 10 families

SELL LOUISVILLE FOR ALL IT'S WORTH!

The Courier-Journal
THE LOUISVILLE TIMES

392,839 DAILY COMBINATION • 311,073 SUNDAY
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

get more
BUYING ACTION
from buying
headquarters
in the nation's

HOTTEST FOOD MARKET!

5th in the Nation in Food Advertising

In 1958 The Kansas City Star, morning and Sunday, carried

4,207,638 Lines

of food advertising. In retail grocers' advertising, The Star's rank of 4th was even more significant. Who knows the ability of a newspaper to sell food as well as the man on the ground—the retail grocer?

Total Linage UP 5.3%

In the first 3 months of 1959, The Star enjoyed a gain of 556,971 lines over the corresponding period of 1958. National average for all newspapers approximately 1%! Kansas City, experiencing tremendous economic resurgence, is rated a "High Spot, Preferred City" by Sales Management. It is the only city among the 18 metropolitan markets of one million or more population to hold this favored position.

In food-loving Kansas City, 4 chains and 5 big independents enjoy virtually 100% of dollar volume.

These dominant, fast-moving buying organizations overwhelmingly prefer Star advertising . . . give active co-operation to Star-advertised grocery products in terms of distribution, shelf space, tie-ins.

The grocery product manufacturer with a Star schedule has the most effective possible merchandising tool with the Kansas City grocery trade.

Works like a charm! If you haven't bought The Star—try it!

THE KANSAS CITY STAR

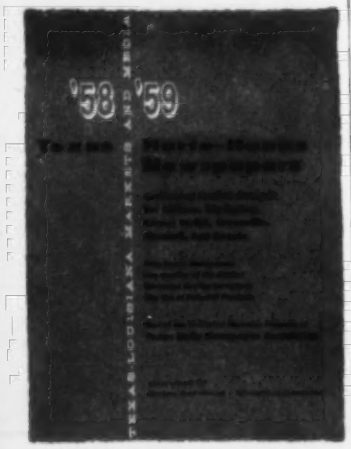
KANSAS CITY	CHICAGO	NEW YORK	SAN FRANCISCO
1729 Grand Ave	202 S. State St.	21 E. 40th St.	625 Market St.
HArrison 1-1200	WEbster 9-0532	Murray Hill 3-6161	GArfield 1-2003

Circulation UP!

The average circulation of The Star is up more than 5,000 per issue over last year.

Help yourself to more TEXAS BUSINESS!

Latest Survey Report Shows Percentage Preferences For Leading Grocery Brands in 58 Product Classes!



NOW READY . . . this new Brand Use Study of six Texas Harte-Hanks Newspapers markets (Corpus Christi, Abilene, San Angelo, Big Spring, Marshall and Greenville) contains thorough and dependable data of grocery brand preferences; potential market for autos, appliances, leisure-time activities; reader characteristics by age, sex, tenure, economic level of family, occupation of the head of household, size of family. *Authoritative and up-to-the-minute!*

★

For Further Information Contact Any Harte-Hanks Newspapers Office!

★

ABILENE REPORTER-NEWS
BIG SPRING HERALD
CORPUS CHRISTI CALLER-TIMES
THE DENISON HERALD
THE GREENVILLE HERALD-BANNER
MARSHALL NEWS MESSENGER
THE PARIS NEWS
SAN ANGELO STANDARD-TIMES
SNYDER DAILY NEWS

Texas Harte-Hanks Newspapers

Herbert Taylor, Vice Pres.-Gen. Mgr.
Headquarters: DALLAS
Chicago—400 N. Michigan
New York—52 Vanderbilt Ave.

Available Market Data—Local

To secure copies of data listed, use the handy coupons

3811. *Retail drug, food sales; Chain Grocery Outlets.*
Retail drug store and food store estimated sales in each of 16 major economic areas of Los Angeles County in 1958 and a map locating chain grocery outlets are presented in a series of brochures issued by the Los Angeles Times-Mirror Co.

3812. *Los Angeles Economic Area Maps.*
A series of maps of Los Angeles County showing census tracts, 16 major economic areas and ten southern California counties are available from the Los Angeles Times-Mirror Co.

3813. *Los Angeles Retail Sales.*
A brochure of the Los Angeles Times-Mirror Co. presents an analysis of the 1954 Census of Business by the 16 major economic areas of Los Angeles County, giving sales and per cent of total for each store type by area.

3814. 1975 *Population Forecast.*
A population forecast for 1975 for each of 16 major economic areas of Los Angeles County and 22 minor areas is given in a brochure issued by the Los Angeles Times-Mirror Co.

3815. *Southern California Growth.*
An eight-page brochure published by the Los Angeles Times-Mirror Co. details growth of southern California in population, homes, income, freeways and stores.

3816. *Orange County Market.*
A 25-page brochure issued by the Los Angeles Times-Mirror Co. outlines Orange County population growth, homes, income and sales.

COLORADO

3817. *Denver Consumer Analysis.*
Family buying habits, brand standings and store distribution of food, drug, household, appliance and automotive products in the Denver market are surveyed in a booklet issued by the *Denver Post.*

3531. *KVOR Market Survey.*
KVOR, Colorado Springs, is offering a coverage map backed by data showing population, radio homes, retail sales, income, etc.

3532. *Sentinel Ready Reference Summary.*
The *Grand Junction Sentinel* has issued these sheets giving population and sales data for Grand Junction and its retail trading zone, with map outlining the area. It shows the growth of the market, describes mining and natural resources, farming and tourism in the area, lists grocery and drug retail outlets.

3533. *Primer on Progress.*
This folder issued by the *Colorado Springs Gazette-Telegraph* shows the market in population and retail sales, tells of industry, manufacturing and tourism in the area and gives details of military establishments in Colorado Springs.

3739. *Pueblo Liquor Sales.*
Sales rank and distribution of liquor, beer and malt liquor, by brands, in 25 representative package stores and 25 grocery stores in the trade area are covered in a brochure issued by the *Pueblo Star-Journal & Chieftain.*

3740. *Pueblo Brand Preferences.*
Housewife brand preferences in 55 food items are surveyed in a 28-page report issued by the *Pueblo Star-Journal & Chieftain.*

3741. *Pueblo Statistics.*
Population, gross sales, bank deposits, postal receipts, building permits, license plates and employment are covered in a mimeographed 15-page report of the *Pueblo Star-Journal & Chieftain.*

CONNECTICUT

3011. *WTIC Market Data*
A folder issued by WTIC and WTIC-TV, Hartford, covers county-by-county data on tv households, income and retail sales by category in a four-state area.

3012. *The WICC Market*
Effective buying income per family and in total, retail sales per family and in total and population in the Bridgeport-Stamford-Norwalk county area are listed in a 12-page booklet published by radio station WICC, Bridgeport.

3534. *A Market Analysis of the Hartford Trading Area.*
This book, issued by the *Hartford Times,* describes population, manufacturing, wholesale and retail sales, housing and potential market for products sold in Hartford retail stores.

3535. 1959 *Facts about Hartford.*
This fact book includes population, chain store locations and standings, economic facts and car registration in the area. It is issued by the *Hartford Courant.*

3536. *Ansonia Data.*
This folder, giving population and sales figures for Ansonia, as well as industrial facts for the area, is available from the *Ansonia Sentinel.*

DELAWARE

3013. *Wilmington Brand Preferences*
Brand preferences in 130 food, drug, cosmetics and appliance categories in New Castle County are reported in a study published by the *Wilmington News-Journal.*

DISTRICT OF COLUMBIA

3193. *WTOP Market Data.*
Population, sales of food, drugs, general merchandise, cars, home furnishings and gasoline, effective buying income and passenger car registrations for broadcast area are covered in a brochure offered by radio station WTOP, Washington, D. C.

3537. *Continuing Brand Survey.*
This is a 113-page annual pantry self inventory showing buying habits and brand preferences of the Washington area housewive for food and other home products. This continuing study gives manufacturers and distributors and the past and present sales performance of their own and competitive products. It is issued by the *Post & Times Herald.*

3538. *Market Manual—Washington, D.C.*
This manual contains data covering the 26-county Washington market. It includes maps, population, dwelling units, race, age, employment, income and retail sales. It also deals with shopping centers, retail stores, principal shopping days, readership, etc. of Washington newspapers. It is issued by the *Post & Times Herald.*

3539. *Important Facts on the Liquor Market.*
This brochure contains an area and state breakdown of the 26-county Washington liquor market showing population, racial breakdowns, buying income, methods of distribution, liquor outlets, store hours, bottle sizes and liquor sales in gallons by counties. It is issued by the *Post & Times Herald.*

3540. *Auto Facts.*
This brochure presents a complete breakdown of new car registrations with household, income, automotive sales and gasoline station sales for the Washington market. It is issued by the *Post & Times Herald.*

3541. *Washington Market Facts 1959.*
This pocket-size folder, issued by Reuben H. Donnelley Corp., gives data on income, housing and construction, telephone growth, automobiles, population, transients, advertising and income.

3542. *Some Facts About Washington's Booming Superbia.*
This brochure gives data on appliances, automobiles, births, congressional personnel, construction, embassy personnel, farms, government pay raises, housing, income, industry, international organizations, juveniles, marriages, military personnel, population, retail sales, tourists, and transients in the suburban area surrounding Washington. It is issued by Reuben H. Donnelley Corp.

3543. *Washington Market Facts.*
This booklet gives data on appliances, automobiles, commuters, congressional personnel, construction, conventions, embassy personnel, housing, income, industry, international organizations, military personnel, population, population growth forecast, shopping centers, telephone growth, tourists, traffic pattern, transients and transportation in the Washington area. It is issued by Reuben H. Donnelley Corp.

3544. *A Look at the Buying Habits of Washington's Superbians.*
This booklet describes the buying habits and service demands of Washington's suburban citizens showing where they buy and how. Issued by Reuben H. Donnelley Corp.

FLORIDA

3014. *WLOF Coverage Map*
Population, consumer spendable income per family, retail sales in total and by category and growth trends in building permits and real estate sales are presented in a coverage map and data sheets offered by radio station WLOF, Orlando.

3015. *WGBS Data*
Retail sales in total and by product categories in 1957, compared with 1948, in the coverage area are presented in data sheets issued by radio station WGBS, Miami.

3016. *Mid-Florida Market*
Food store and drug store sales of the coverage area are compared with figures for other metropolitan areas of the nation in a brochure issued by WESH-TV, Orlando.

3017. *Miami Spanish Market*
Annual figures from 1953 and 1958, showing the rise in Spanish-speaking residents and their buying income in Dade County, are shown in a brochure published by radio station WMIE, Miami.

3090. *Top 10 Brands in Miami.*
A survey of consumer preference for food products and other items by brand names are covered in this survey published by the *Miami Herald.*

3241. *St. Petersburg Growth.*
Gains in retail sales, and sales in food, automotive and lumber-building-hardware for Pinellas County, 1955-57, are shown in a booklet issued by the *St. Petersburg Times.*

3242. *St. Petersburg Data.*
Population, sales, income and bank deposits are given for the market area in a folder of the *St. Petersburg Times.*

3243. *Orlando, Central Florida Market.*
Data showing five-year increases in population, income and sales in the Orlando market area are given in bulletin sheets issued by the Branham Co., New York.

3244. *Orlando Data.*
Retail sales in total, per family and by product category for each of five counties in the Orlando market area are presented in a brochure of the *Orlando Sentinel-Star.*

3245. *The Jacksonville Market.*
Population, rank among Florida markets, retail sales and employes in various industries in the area are covered in a booklet available from the *Jacksonville Times-Union.*

3246. *The Miami Beach Market.*
A data sheet issued by the *Miami Beach Sun* gives population, households, retail sales and effective buying income of the area.

3247. *WJXT Coverage Map.*
A coverage map for radio station WJXT, Jacksonville, gives population, households, income and retail sales.

3248. *WLOF-TV Data.*
A data sheet issued by WLOF-TV, Orlando, covers population, spendable income and retail sales in a 14-county coverage area.

3545. *Top Ten Brands Survey—Greater Miami.*
This is a continuing study of over 1,100 products sold in supermarkets and chains, listing consumer preferences, store distribution; also socio-economic data on the greater Miami market by age, income, occupation, number of children and many other characteristics. It is issued by the *Miami Herald.* A 1959 edition will be issued in July.

3742. *Gainesville Data.*
Population and categories of retail sales are covered in a data sheet issued by the *Gainesville Daily Sun* for its area.

3743. *Sarasota Buying Habits.*
Sarasota buying habits involving automobile ownership, liquor consumption, payroll and best shopping days are covered in a brochure issued by the *Sarasota News.*

3744. *St. Augustine Data.*
A data sheet issued by the *St. Augustine Record* covers population, retail sales and outlets in the trade area.

Regular Features Back Next Week

The regular lineup of features (Creative Man, On the Merchandising Front, Salesense in Advertising, etc.) which normally appears in the AA feature section has been omitted from this issue to provide adequate space for the large volume of market data. All of the usual features will be back in their regular places next week.

the new york

travel market profile

In the New York metropolitan area,
5,340,000 adults made one or more vacation trips,
and a sizeable 1,470,000 took non-vacation trips.
Florida travel increased by 82% over 1954.

The sharp rise in the New York travel market was accompanied by significant increases in income, home and car ownership—evidenced by Profile of the Millions, 2nd edition.

Profile will give you exact information on the ability of each New York newspaper to reach and sell this market. Familiarizing yourself with Profile-2nd Edition can be the first step to more economical and more profitable means of bettering your business. The presentation is by appointment only. Call any New York News office.

The Daily News has 2,170,000 readers who took a vacation trip

1,300,000 *more* than any other morning paper
1,420,000 *more* than any evening paper

1,300,000 *more* than the Times
1,310,000 *more* than the Mirror
1,420,000 *more* than the Journal-American
1,520,000 *more* than the World-Telegram & Sun
1,600,000 *more* than the Post
1,730,000 *more* than the Herald Tribune

Source: Profile of the Millions—2nd Edition

THE NEWS, *New York's Picture Newspaper*

More than twice the circulation, daily and Sunday, of any other newspaper in America.

News Building, 220 East 42nd St., New York 17—Tribune Tower, Tribune Square, Chicago 11—155 Montgomery St., San Francisco 4—3460 Wilshire Boulevard, Los Angeles 5—Penobscot Building, Detroit 26—27 Cockspur St., London S.W. 1, England

Available Market Data—Local

To secure copies of data listed, use the handy coupons

GEORGIA

3018. *Macon Coverage Map*
Number of families in each of 28 counties in the coverage area is listed in a brochure prepared by the *Macon Telegraph & News.*

3019. *Macon Facts*
Effective buying income, retail sales, population, farm income and payroll data for the metropolitan market are contained in a folder issued by the *Macon Telegraph & News.*

3091. *The Atlanta Market.*
A brochure published by Atlanta Newspapers Inc. gives income, population, climate, sales and a map of metropolitan Atlanta.

3249. *Macon Facts.*
Income, retail sales, population and farm income are detailed for the local area in a folder for the *Macon Telegraph* and *News.*

3250. *Augusta Data.*
A brochure available from the *Augusta Chronicle-Herald* covers population, families, income, retail sales, passenger cars, and retail outlets by category for the local market.

3251. *WSB Data.*
A data sheet issued by radio station WSB, Atlanta, gives average number of new families added to Atlanta area weekly, number of new homes and total radio homes in the area.

3252. *WSB Farm Facts.*
Farms, radio homes, tractors, milk cows and milk, chicken and cotton production in the coverage area are given in data sheets issued by radio station WSB, Atlanta.

3253. *Augusta Wholesaling.*
Drug and grocery wholesale sales to outlets in Augusta are covered in a booklet available from the *Augusta Chronicle, Augusta Herald,* WRDW and WRDW-TV.

3254. *The Macon Market.*
A folder issued by the *Macon Telegraph* and *News* gives population, retail sales, food store sales, drug store sales and income for each of 28 counties in the market area.

3255. *Macon Families.*
Families in each of 28 counties in the market area are totaled in a data sheet of the *Macon Telegraph* and *News.*

3546. *Misplaced Sales Credits.*
This is a study of wholesale vs. retail sales figures for Augusta, comparing it with the nation and other markets. It is prepared by Southeastern Newspapers Inc.

3547. *Market Data.*
This is a typewritten sheet showing postal receipts, bank debits, building permits, gas meters, electric meters, water meters, telephones, population, retail sales, dwelling units, effective buying income for 1950, 1956, 1958 and for January, 1959, in Valdosta. It is issued by the *Valdosta Times.*

HAWAII

3256. 1959 *Consumer Analysis of Honolulu.*
Brand preferences in households within the Honolulu metropolitan area are reported in a brochure of the *Honolulu Star-Bulletin.*

3257. *Hawaiian Islands Data.*
A folder-map issued by KGMB-TV, Honolulu, and its satellite stations, KMAU-TV and KHBC-TV, shows population, families, tv homes and buying income per family for all Hawaii and broken down by islands.

3258. *Honolulu Market.*
Population, households and retail sales for Honolulu proper, the retail trading zone and each of the four counties of the Hawaiian Islands, plus sugar and pineapple production, employment and number of grocery and drug chain stores, independents and wholesalers are covered in a folder of the *Honolulu Advertiser.*

IDAHO

3259. *Boise Data.*
A folder issued by the *Boise Statesman* gives population, households, retail sales and number of grocery and drug chains, independents and wholesalers in the trade area.

ILLINOIS

3020. *The Peoria Story*
A county-by-county breakdown of population, households, consumer spendable income, total retail sales and sales per household and by product group are presented for a 13-county area in a booklet published by the *Peoria Journal Star.*

3745. *Chicago Negro Market Survey.*
Brand preferences, buying habits, housing, auto ownership and family size, structure by age and sex, income and occupations of Chicago Negroes are covered in a 68-page booklet issued by the *Chicago Defender.*

3092. *Facts on Rockford.*
A series of bulletins by the *Rockford Star* and *Register-Republic,* gives retail sales, car registrations, bank clearings and deposits and employment in the trade area.

3093. *Rockford Growth Data.*
Pocket-size folder shows growth of Rockford through five city maps showing how the city appeared in 1836, 1865, 1911, 1948 and 1958. Issued by the *Rockford Morning Star* and *Register-Republic.*

3094. *Quad-Cities Market Edition of Rock Island Argus and Moline Dispatch.*
The *Moline Dispatch* and *Rock Island Argus* have published this 16-page tabloid newspaper section which gives population, retail sales in grocery, automotive, drug and beverage classifications and industrial payrolls.

3260. Chicago Consumer Study.
Product use, brand preferences, employment and household composition in Chicago and suburbs are covered in a survey published by the *Chicago Daily News.*

3261. *Springfield Test Market.*
Retail sales in Springfield and each of 11 counties in the coverage area are included in a folder map issued by the *Illinois State Journal & Register.*

3262. *Chicago Negro Market.*
A brochure of graphs and charts published by the *Chicago Defender* shows Negro population, rate of growth, families, home ownership and income in Chicago.

3263. *WCIA Facts.*
A folder issued by WCIA, Channel 3, Champaign, gives population, tv homes, income, retail sales by category and farm income for the coverage area.

3548. *Total Retail Sales in a Rich Seven-County Market.*
This brochure gives the total retail sales in the seven-county market served by the *Bloomington Pantagraph.* It gives a separate breakdown on food, drug and automotive purchases.

3549. *Coverage Map of the Bloomington Pantagraph Area.*
This is a map of the area served by the *Bloomington Pantagraph* together with percentage of coverage in all communities and rural routes served by the newspaper.

3550. *Bloomington-Normal Statistical Folder.*
This folder, issued by the Bloomington Assn. of Commerce, presents statistical information on the population, industry, agriculture, transportation, retail market, education, hostelries and medical facilities in Bloomington-Normal.

3551. *Bloomington-Normal Market Data.*
This brochure gives Bloomington-Normal data on population, families, building, employment, schools, parks, churches, shopping days, retail and wholesale trade, etc. Issued by the *Pantagraph.*

3552. *There Is Something New for You in the Heart of Illinois.*
This newspaper-size brochure announcement of full r.o.p. color printing also includes market data on retail sales. Offered by the *Bloomington Daily Pantagraph.*

3553. *Coverage Map and Data.*
This sheet, issued by the *Monmouth Review-Atlas,* carries a coverage map plus data on population, households, cars, income, and retail sales.

3554. *Three-Market Data.*
This brochure describes the Joliet, Aurora and Elgin combined markets making up the Copley Northern Illinois Newspaper Group. Data covers population and retail sales.

INDIANA

3021. *Peru Progress*
A picture-caption story of the industrial growth of Peru in the past five years, detailing industrial and community projects working or completed and investment in each, is offered in a presentation by the *Peru Daily Tribune.*

3022. *Indianapolis Facts*
Family growth, income, employment, working women, housing, homebuilding and improvement plans, autos, vacations and food buying habits in the market area are detailed in a 20-page booklet of the *Indianapolis Star* and *News.*

3023. *The Indianapolis Market*
A folder issued by the *Indianapolis Star* and *News* shows increases in income and sales in the coverage area, along with population, families and income by county and by principal city.

3024. *Indianapolis Consumer Analysis*
Buying habits, brand preferences and dealer distribution in such product areas as foods, soaps, toiletries, beverages, appliances and autos are surveyed in a 1959 booklet published by the *Indianapolis Star* and *News.*

3025. *Fort Wayne Grocery Inventory*
A 100-page report issued by the *Fort Wayne News Sentinel* and *Journal-Gazette* tells 1959 monthly sales, distribution and stock on hand for more than 900 grocery and drug items found on grocery store racks.

3026. *Terre Haute Data*
A brochure published by WTHI-TV, Terre Haute, shows population, employment, households, spendable income, autos, retail sales and farm data for the area.

3027. *Fort Wayne Facts*
Effective buying income, retail sales, building permits, age distribution and population breakdown by sex, race and other characteristics are outlined in a 28-page booklet of the *Fort Wayne News-Sentinel* and *Journal-Gazette.*

3095. *WLW-I Coverage Map.*
A map issued by WLW-I, Indianapolis, gives number of counties covered, population, buying income and retail store sales.

3096. *The 9-Mile Selling Strip.*
A brochure issued by the *Palladium Item* covers buying power, retail sales and retail outlets in the Richmond market area.

3097. *The South Bend Market.*
The *South Bend Tribune* annually publishes this booklet which summarizes local employment, retail sales, income, retail and wholesale outlets, and the general business picture in South Bend.

3098. *South Bend Business Conditions.*
Published monthly by the *South Bend Tribune,* this newsletter gives current conditions on local employment, man hours worked, banking, utilities, building permits and current activities affecting the market.

3264. *WSJV, WKJG-TV Coverage Map.*
A folder issued by WKJG-TV, Fort Wayne, and WSJV-TV, South Bend, gives population, families, effective buying income and in-

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Some people are sure to back away from a discussion of baseball or Molière or applejack or contour plowing. But drop the magic word "television" and suddenly everyone has plenty to say. Television is important to most Americans. And TV GUIDE is the only national magazine to give full recognition to this importance. TV GUIDE reports, interprets, criticizes, previews, guides, analyzes, editorializes and occasionally carps—always about television. With gusto and objectivity and showmanship. Because it helps readers get more out of television, it helps them get more out of life. That is why every week more than 7 million families buy and every day some 15 million people read TV GUIDE. And why more and more advertisers are discovering that this magazine belongs at the top of their schedules.

TV GUIDE

Available Market Data—Local

To secure copies of data listed, use the handy coupons

come per family for each station's coverage area.

3265. *WTRC Data.*
Income, family income and rank in retail sales per family for Elkhart and South Bend are covered in a folder of radio station WTRC, Elkhart.

3266. *The Elkhart Market.*
A folder issued by the *Elkhart Truth* gives population, households, income and retail sales in the area.

3267. *Gary Negro Market.*
A brochure issued by Lake Broadcasting Co.'s WWCA, Gary, breaks down the local Negro population by age groups, education, job types and buying power.

3268. *WSBT-TV Data.*
Population, income, retail sales, employment and industrial activity in the coverage area are given in a booklet published by WSBT, South Bend.

3269. *WSBT Area Market Conditions.*
Employment, transportation and public utilities volume compared with the previous year, building and construction activity and summaries of conditions in local businesses and industries are covered in a newsletter published by WSBT, South Bend.

3555. *Presentation Sheets.*
WASK, Lafayette radio station, is offering this collection of fact sheets on its trading area covering homes, income, population and passenger cars.

IOWA

3028. *KCHA Data.*
A bulletin issued by radio station KCHA, Charles City, lists population, number of autos sold by make, number of stores by product type, retail sales and number and average size of farms in the coverage area.

3099. *WMT Coverage Data.*
A booklet, issued by WMT, Cedar Rapids, gives population, radio homes and a map of the coverage area.

3100. *Central Iowa TV Story.*
A booklet of maps on the central Iowa market with population, total tv sets and service station and hardware store sales. Issued by WOI-TV, Ames.

3270. *The Iowa Market.*
A loose-leaf kit issued by the Iowa Daily Press Assn., Des Moines, gives retail sales by cities and counties, and coverage maps by cities and counties of all daily newspapers in Iowa.

3271. *Cedar Rapids Data.*
Population, income and retail sales for each of the five largest Iowa counties are included in a folder of the *Cedar Rapids Gazette.*

3556. *For Your Share of Iowa's $2 Billion Farm Income.*
The Tallcorn Network has issued this map and collection of data on the counties covered by the stations in its network, giving individual and combined data on population, households, radio homes, passenger cars, consumer income, retail sales and farm data.

3557. *Des Moines and Iowa—Test Markets for 50 Years.*
This brochure, issued by the *Des Moines Register & Tribune,* describes the use of this city and state as a test market for the past 50 years. In the process, data on population, shopping days, retail sales, etc., are uncovered.

3558. *Cigar Survey, Iowa, 1959.*
This is a survey taken by the *Des Moines Register & Tribune* and presents a detailed cigar report of sales rank and retail outlets by brand in nine representative Iowa cities.

3559. *Iowa Grocery Chain Data.*
This summary, published by the *Des Moines Register & Tribune,* describes the grocery chains operating in Iowa and indicates the location and market scope of each, plus the marketing characteristics of the markets.

3560. *Des Moines Sunday Register Brand Inventory.*
This report summarizes the brand preferences for food and household products of the *Des Moines Sunday Register* subscribers throughout Iowa.

3561. *Iowa's Quality Quarter.*
This booklet contains complete market and circulation data concerning the 22-county area in northeastern Iowa covered by the Iowa Three Group of newspapers. It includes population, retail sales, retail outlets, etc.

3562. *KTIV Data*
This brochure on KTIV, Sioux City, facilities and personalities contains market data on population, families, retail, food, drug sales income, etc.

KANSAS

3272. *WIBW Farm Facts.*
Data sheets issued by WIBW, Topeka, list rural homes with tv sets and with radios, along with farm animals, poultry, etc., by counties in the coverage area.

3818. *KGNO Data.*
A county-by-county breakdown of population, retail sales and food, drug, auto and filling station sales, plus a coverage map, are included in a folder issued by KGNO, Dodge City radio station.

KENTUCKY

3029. *WWKY Data*
Consumer spendable income, population, farm income and bank assets in the coverage area are outlined in a bulletin published by radio station WWKY, Winchester.

3273. *Louisville Data.*
A brochure of the *Louisville Courier-Journal* and *Times* includes population, income, sales, labor force, shopping centers, real estate value and income for the trade area.

3274. *The Louisville Market.*
A 22-page booklet published by the *Louisville Times and Courier-Journal* gives a detailed breakdown of population—native white, foreign-born white, Negro, others; adult men (over 14), adult women, children under 14, and families—plus dwellings classified by value, rental vs. owner-occupied, with autos, with tv, etc.; buying income and retail sales in the trade area.

3565. *Lexington Market.*
These sheets on Lexington give data on population, industry, tobacco, horses, retail sales, etc. It is issued by WVLK, Lexington.

LOUISIANA

3030. *The KNOE-TV Story*
A booklet published by KNOE-TV, Monroe, leads off with data on population, spendable income, retail sales, payrolls and households in the coverage area.

3031. *The Shreveport Market*
Population, effective buying income, retail sales in total and by category, number of farms, farm acreage and bank debits are included in a bulletin issued by KTBS-TV, Shreveport, covering its market area.

3057. *KTBS-TV Coverage Map*
A coverage map issued by KTBS-TV, Shreveport, gives population, effective buying income, retail sales and tv homes in the area.

3101. *Economy of Baton Rouge.*
Population, payrolls, markets, employment, retail sales, trade area, buying power, income with tables and charts are included in this booklet issued by Louisiana Television Broadcasting Corp., Baton Rouge.

3275. *The Shreveport Market.*
A county-by-county breakdown of retail sales in total and by category, income, population and retail and wholesale outlets is presented in a folder available from the *Shreveport Times* and *Journal.*

3276. *Measures of the Shreveport Market.*
A 62-page booklet issued by the *Shreveport Times* and *Journal* gives population total and rank in nation, retail sales rank in total and by product categories, oil production, crop and livestock value, and number of various food chain outlets in the market area.

3277. *Shreveport Continuing Market Analysis, 1958-59.*
The third market analysis presented by the *Shreveport Times* and *Journal* gives population characteristics and brand use of more than 50 grocery and other products including autos, in the area. Buying intentions for appliances also are covered.

3278. *Monroe Data.*
A brochure of the *Monroe News Star & World* gives population, households, retail sales and income for the trade area.

3279. *The Louisiana Purchase.*
A plastic-bound booklet published by KLFY, Lafayette, gives population, households, retail sales and income for the coverage area.

3280. *Baton Rouge Market Facts.*
A brochure issued by the *Baton Rouge State-Times & Morning Advocate* includes market maps, sales, population and principal distributors and retail outlets in the trade area.

3563. *WWL-TV Coverage Map.*
This coverage map of WWL-TV, New Orleans, shows market data on population, families, retail sales, etc.

3564. *KNOE Coverage Map.*
This coverage map for KNOE, Monroe, gives data on population, households, radio homes, cars, income, retail sales and farm data.

3801. *The Baton Rouge Economy.*
A brochure issued by the *Baton Rouge State-Times* and *Morning Advocate* details income by population groups, a breakdown of retail sales and a population distribution map of the coverage area.

MARYLAND

3576. *The Baltimore Suburban Area Market.*
A folder issued by the *Baltimore Suburban Directory* gives population, average annual and buying incomes, retail sales, car registrations and number of homes in the three suburban counties of Baltimore—Anne Arundel, Howard and Baltimore counties.

3577. *Baltimore Data.*
A brochure for the city of Baltimore contains an income map, car and truck registrations, population, number of homes, number of ships calling at port, average direct port revenue and total revenue gained from servicing ships. Issued by the sales promotion department of Reuben H. Donnelley Corp., Washington, D.C.

3578. *Maryland County Market Facts.*
Retail sales, population, families, buying income and numbers of cars, radios, refrigerators, washing machines, etc., are included in a breakdown of Maryland counties in this brochure published by Reuben H. Donnelley Corp.

3579. *Baltimore Market Facts.*
A folder issued by Reuben H. Donnelley Corp. gives population, retail expenditures, auto registrations and appliance sales for the Baltimore metropolitan area. Also included is a map with locations of shopping centers and a map of income categories.

3580. *Baltimore Shipping Industry.*
Data on the Baltimore shipping industry including number of persons employed, annual port payroll, number of ships called and total shipping revenue are in this folder issued by Reuben H. Donnelley Corp.

MASSACHUSETTS

3032. *WHDH Audience Characteristics*
A Pulse survey of radio station WHDH, Boston, breaks down its audience by family income, car ownership, sex, age distribution and home ownership.

3033. *New England Market*
Data on employment, age groups, income and number of towns in various categories of total effective buying income in the five-state New England area are included in a booklet issued by the *Boston Record-American-Sunday Advertiser.*

3034. *North Shore Market Map*
A brochure outlining number of cities and towns, families, autos and retail sales in the north shore area of a $10,000,000 shopping center has been published by the *Boston Record-American-Sunday Advertiser.*

3035. *The Boston Market.*
A breakdown of the proportion of population in various income groups in the Boston trading zone is included in a folder published by the *Boston Record-American-Sunday Advertiser.*

3160. *Entering Pittsfield.*
Average weekly earnings and average family expenses in Pittsfield for food, general merchandise, furniture, eating and drinking places, cars, gas, drugs and other commodities in Pittsfield are available from the *Berkshire Eagle.*

3281. *The Pittsfield Area.*
Tourist expenditures, industrial wages and retail sales are covered in a folder published by the *Berkshire Eagle,* Pittsfield.

3282. *The Quincy Market.*
A folder issued by the *Quincy Patriot Ledger* covers population and buying power in the trade area.

3283. *WBZ-TV Coverage Map.*
Population, tv homes, retail sales and effective buying income are shown on a coverage map issued by WBZ-TV, Boston.

3650. *Boston FM Listeners.*
Information on the characteristics of the audience of Boston's FM stations, including their occupations, kind of equipment they own and where they live, is provided in this folder by WBZ-FM.

3581. *Liquor Distribution Check (Springfield-Holyoke).*
A comprehensive liquor distribution check that covers all package stores in the Springfield-Holyoke metropolitan area. The check covers all brands found in the market plus the four leaders in each category. Issued by the Springfield Newspapers.

3582. *WEEI's Boston Radio Market Data.*
Retail sales, population, effective buying incomes, radio families and families in 27 counties in Maine, Massachusetts, New Hampshire and Vermont (WEEI's radio service areas) are reported in this folder issued by WEEI Radio, Boston.

MICHIGAN

3583. *Detroit Transportation Study.*
This study shows the various means of transportation that De-

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Available Market Data—Local

To secure copies of data listed, use the handy coupons

troit shoppers use to reach their stores. Included is a graph revealing Detroit vehicular traffic index from 1948 through 1957. Issued by Walker & Co.

3584. *Industrial Map of Detroit.*
Walker & Co. has issued this map of Detroit which shows where all of the city's industry is located.

3585. *Map of Detroit and Environs.*
A map of Detroit which illustrates the transportation bus lines, expressways and all residential and main thoroughfares. Issued by Walker & Co.

3586. *Map of Population Density in Detroit.*
A map of Detroit which compares the population during 1950-57, according to districts. Increases and decreases are shown. Issued by Walker & Co.

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Glamorous, amorous, working gal or lady-of-leisure... most mommies in the great Southern California area listen to KFWB.

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MILTON H. KLEIN, Sales Manager
Represented nationally by JOHN BLAIR & CO.

3587. *Market Data of the Detroit Metropolitan Area.*
Population, families, and number of tv families in 26 Michigan counties and ten Ohio counties are listed in this pamphlet issued by CKLW-TV, Detroit.

3588. *Market Data for Central Michigan (Jackson, Lansing, Battle Creek).*
This folder issued by WILX-TV, Jackson, contains data on population, total retail sales, farm population, number of tv households, retail food, drug and automotive sales and other information for the metropolitan areas of Lansing, Jackson and Battle Creek.

3036. *The WBCM Story*
A brochure prepared by radio station WBCM, Bay City, lists population, households, consumer spendable income, farm population, gross farm income and retail sales in total and by product group in the coverage area.

3037. *WKMI Coverage Map*
A map of the coverage area of radio station WKMI, Kalamazoo, shows population, households, radio households, auto registrations, expendable income and retail sales in total and by categories.

3038. *WWJ-TV Coverage Map*
Population, families, buying income per family and retail sales in total and by category are presented in total and broken down by county in the coverage area in a map issued by WWJ-TV, Detroit.

3102. *Pontiac Market Data.*
Fact sheets on local buying power and maps are included in a booklet published by the *Pontiac Press.*

3284. *Detroit Retail Sales.*
A folder issued by the *Detroit News* gives a month-by-month breakdown of the 1958 retail sales by major classifications in the trade area.

3285. *Detroit Retail Sales Patterns.*
A 12-page booklet issued by the *Detroit News* lists each month's per cent of annual sales for 48 major retail classifications in the metropolitan area.

3286. *Detroit Data.*
Population and families by county in Michigan are listed in a folder published by the *Detroit News.*

3287. *Detroit Housing.*
Population, households, family income and economic rating for each political subdivision in a three-county area are covered in an eight-page booklet issued by the *Detroit News.*

3300. *News of Detroit.*
The *Detroit News* publishes a four-page publication every two months which lists population, employment, sales, housing and bank savings.

3301. *Detroit Food Chain Store Sales.*
An estimate of 1958 food sales of major grocery chains in the Detroit area is offered by the *Detroit News.*

3302. *Detroit Negro Market.*
Population, income and buying habits in the Detroit Negro market are contained in a folder from WJLB, Detroit radio station.

3303. *Lansing Market Data.*
A folder with statistics on population, spendable income, employment, industries, car ownership and home ownership is available from radio station WILS, Lansing.

3819. *Monroe Data.*
A folder issued by the *Monroe Evening News* gives population, financial conditions and list of manufacturers in the coverage area.

MINNESOTA

3 04. *WCCO Market Data.*
County-by county data on population, families, effective buying income, retail sales and food sales in its broadcast area is offered by WCCO, Minneapolis tv station.

3305. *Mankato Data.*
A report based on interviews with readers of the *Mankato Free Press,* covering shopping habits, occupation, income and education, is offered by the Northwest Daily Press Assn., Minneapolis.

3039. *The WDSM-TV Story*
Data sheets issued by WDSM-TV, Duluth, give population, households, consumer spendable income, retail sales in total and by store type in the coverage area.

3040. *St. Paul Brand Preferences*
Buying habits and brand preferences in foods, soaps, drugs, toiletries, beverages, appliances, automotive and general categories in 1959 are presented in a booklet published by the *St. Paul Dispatch-Pioneer Press.*

3041. *The St. Paul Story*
A booklet published by the *St. Paul Dispatch-Pioneer Press* details population, buying power, retail sales and family income in the St. Paul market area.

3589. *Greater Duluth/Superior—A Two-State Market.*
Population and retail sales for the Duluth 10-county market and the Duluth-Superior, Wis., metropolitan area including a map showing the location of all chain grocery stores in the region. Issued by the *Duluth Herald* and *News-Tribune.*

3590. *The St. Paul Market.*
A summary of how St. Paul ranks among the nation's larger markets on the basis of population and retail sales has been issued by the *St. Paul Dispatch & Pioneer Press.*

3591. *A New Study of Minneapolis Area Furniture Retail Outlets and Their Advertising.*
A study of consumer attitudes toward furniture and home furnishings, the stores that sell such merchandise, and the advertising of those stores. Issued by the *Minneapolis Star* and *Tribune.*

3592. *The Upper Midwest Food Market.*
This study involves the area covered by the *Minneapolis Star* and *Tribune* which includes the states of Minnesota, North and South Dakota and a portion of Wisconsin. Data includes the number of homes and the number of Red Owl, Super Valu and National Food stores in this area.

3593. *What Minneapolis Women Think of the "Big Four" Food Chains.*
A study involving the food chains of Red Owl, National Food, Super Valu and Klein's. It contains information on where Minneapolis women did their shopping, where they came from, their attitudes and opinions, suggestions for improvements, their attitude toward supermarket advertising and prices, and how they feel about trading stamps. Published by the *Minneapolis Star* and *Tribune.*

Use the Coupons in Requesting Data

3594. *Mr. Minnesota—1958 Survey of an Important Male Market.*
A home-interview study of Minnesota men covering interests, buying habits and product inventories with particular emphasis on Minneapolis and Hennepin County. Covers sports activities, men's clothing, toilet articles, shaving products, sports and outdoor equipment, tobacco products, etc. Issued by *Minneapolis Star* and *Tribune.*

3595. *Minnesota Homemaker Survey No. 11.*
A home-interview study of more than 100 products on hand and in use in Minnesota homes with particular emphasis on Minneapolis and Hennepin County. Published by *Minneapolis Star* and *Tribune.*

3759. *Coverage Map and Market Data.*
Central Minnesota Television Co., Alexandria, offers this coverage map, which includes population, tv households and retail sales for the central Minnesota area covered by KCMT-TV.

MISSISSIPPI

3306. *Jackson Data.*
Population, families, and retail sales for Jackson and surrounding counties in Mississippi is contained in a folder from the *Clarion-Ledger & Jackson Daily News.*

3307. *Natchez Market.*
Industrial census, population and effective buying income of Natchez is available from the *Natchez Times.*

3746. *Hattiesburg Data.*
Population and retail sales and outlets are covered for the trade area in a data sheet of the *Hattiesburg American.*

3802. *Meridian Data.*
Effective buying income, retail sales and population, 1954-59, in the coverage area are presented in a brochure issued by the *Meridian Star.*

MISSOURI

3042. *KSD-TV Facts*
Population, households, effective buying income, retail sales in total and by product group for the coverage area are given in a folder issued by KSD-TV, St. Louis.

3043. *KXOK Data*
A folder issued by radio station KXOK, St. Louis, includes a coverage map and data on population, families, radio homes, farm population, urban population, buying income and retail sales.

3103. *St. Louis Market.*
A booklet, published by the *St. Louis Globe-Democrat,* contains population, sales and income for the 91-county market of greater St. Louis.

3104. *St. Louis Grocery Market.*
Retail food sales, number and distribution of food stores and affiliation, if any, are contained in the booklet published by the *St. Louis Globe-Democrat.*

3308. *KWTO Market.*
Population, households, retail sales and industrial data for Springfield and 66 surrounding counties in four states is available from KWTO, Springfield radio station.

3309. *Joplin Data.*
Population, households and retail sales for the Joplin retail trading zone are contained in a folder from the *Joplin Globe & News-Herald.*

3310. *Springfield Data.*
Data on industry, population, households, school enrollment, effective buying income, retail sales by category, utilities consumers and building permits is available on the Springfield market from the Branham Co., New York.

3311. *Springfield Data.*
Population, families, effective buying income, total retail sales, number of dwellings, auto ownership, manufacturing plants, payroll and utility connections is covered in a data folder on Springfield and its retail trading zone from the *Springfield News* and *Leader-Press.*

3312. *KFEQ Coverage.*
A coverage map from KFEQ-TV, St. Joseph, contains data on population, tv homes, spendable income, farm population and gross farm cash income.

3596. *The St. Louis Metropolitan Market.*
A folder issued by KXOK, St. Louis radio station, gives total population, farm and urban population, total retail sales, total radio homes and effective buying income of the St. Louis metropolitan area.

3597. *Springfield—Missouri's Most Strategic Market.*
Total retail sales, population, effective buying income, total bank deposits and other data about Springfield, Mo., are contained in this folder issued by KGBX, Springfield.

MONTANA

3044. *KXLF-TV*
A coverage map for KXLF-TV gives population, homes, tv homes, farm population, gross farm income and retail sales in total and by product group.

3105. *Helena Market.*
A map issued by the *Independent Record* shows population in the trade territory.

3313. *Butte Data.*
The *Montana Standard & Post,* Butte-Anaconda, offers a folder containing population, families, buying income, retail sales and food sales in its area.

3314. *Great Falls Data.*
Population, households and retail sales for Great Falls and its retail trading zone is issued by the *Great Falls Tribune & Leader.* Data on local industry is included.

3315. *Bozeman Market Profile.*
The *Bozeman Chronicle* offers information on population, effective buying income, retail sales by category and gross cash farm income for its trading area.

3316. *Facts About Missoula.*
Population, weather data, production materials, distribution facilities, industries, auto registration, bank deposits, payrolls and utilities in its area are contained in a folder from KMSO-TV, Missoula television station.

3598. *Market Data for Missoula.*
Population, tv homes, effective buying income per home and retail sales for 26 counties in Montana and Idaho in the 75-mile radius covered by KMSO-TV, Missoula, are found in this booklet issued by KMSO-TV.

NEBRASKA

3045. *Lincoln Data*
A county-by-county breakdown of retail sales in total and by

category (food, drug, general merchandise, etc.), effective buying income and passenger car registrations in a 20-county market area is included in data sheets issued by the *Lincoln Journal & Star*.

3046. *KOLN-TV Market Facts*
A folder published by KOLN-TV, Lincoln, presents population, families, buying income and retail sales by product group, plus farm homes, farm homes with tv, various crop acreage and livestock data.

3047. *KETV Coverage Map*
Population, retail sales, effective buying income, families and average family income are included in a coverage map published by tv station KETV, Omaha.

3318. *KMTV Coverage Data.*
KMTV, Omaha, offers data on population, effective buying income, families, retail sales, farm population and farm gross income for its coverage area.

3599. *Omaha Automotive Facts.*
New car registrations by makes and market areas plus a breakdown by individual counties in Nebraska and western Iowa. Issued by the *Omaha World-Herald.*

3600. 1959 *Omaha World-Herald Retailer Consumer Analysis.*
An annual comparison of product standings and trends in buying habits of the retail trade in Omaha. Comparative figures on products and trends from 1957 through 1959. Issued by the *Omaha World-Herald.*

NEVADA

3049. *Las Vegas Buying Habits*
Brand preferences and buying habits covering 60 products, mostly in the grocery field, are covered for the Las Vegas area in a booklet published by the *Las Vegas Review Journal.*

3236. *KOH.*
Population, families, income and retail sales for the 19-county market of KOH, Reno, are covered in a folder published by this radio station.

3319. *Las Vegas Data.*
KLRJ-TV, Henderson, offers data on the Las Vegas market, including population, industry and employment, retail sales, gas consumption, auto registrations and tv sets in use. Included in the folder is a report from the Las Vegas Research & Statistical Bureau, with vital statistics, utilities ownership, industry, payroll, gambling revenue and fees, tourist revenue and real estate information.

3320. *The Reno Market.*
Gasoline consumption, Nevada school enrollment and tv antenna installations are contained in a brochure from KOLO-TV, Reno.

NEW JERSEY

3048. *Central New Jersey Growth*
Annual population figures from 1947 to 1958 in the city zone and for Monmouth and Ocean counties, and retail sales by product group are listed in a folder of the *Asbury Park Press.*

3050. *Trenton Liquor Preferences*
A survey of 39 liquor outlets in Trenton shows sales rank of five whisky best sellers and three gin and vodka best seller brands and number and types of outlets for each is reported in a folder issued by the *Trentonian.*

3321. *Union City Data.*
Sales of furniture, household appliances, radios and food, plus data on retail outlets in its trading area is contained in a folder from the *Hudson Dispatch*, Union City.

3322. *New Brunswick Sales.*
Population, families, effective buying income and sales of food, general merchandise, apparel, furniture, autos, gasoline, building supplies and drugs for the New Brunswick area are available from the *Home News*, New Brunswick.

3323. *New Jersey Liquor Consumption.*
The *Bergen Evening Record*, Hackensack, offers a county-by-county report on consumption of beer, liquor, still and sparkling wine and vermouth.

3324. *New Jersey Auto Sales.*
Data on passenger car sales for the 21 New Jersey counties for 1958, including foreign makes, is available from the *Bergen Evening Record*, Hackensack.

3601. *Bayonne Data.*
Population, families, retail sales, family income and food sales in Bayonne, N.J., are included in this folder issued by the *Bayonne Times.*

3735. *The Coverage Story of the Better Part of a Good Market.*
A data folder offered by the *Hudson Dispatch*, Union City, describes the characteristics of residents in its six-community coverage area.

3617. *Trenton, The State Capital.*
Figures on the economic impact of new industries on the Trenton market and data identifying this market with the Philadelphia trade area are given in a market data booklet by George A. McDevitt Co., New York.

NEW MEXICO

3106. *Albuquerque Facts.*
Retail sales, population, spendable income, construction, federal spending and bank clearings for a 34-county area are covered in a booklet issued by KOAT-TV, Albuquerque.

3108. *Albuquerque Data.*
Survey of buying power, retail sales and population figures with a map are included in this folder published by KOB-TV, Albuquerque.

3341. *Albuquerque Market Data.*
Population, households, dwelling units and food and drug sales in cities of New Mexico with more than 25,000 people are covered in a brochure of the *Albuquerque Journal & Tribune.* Number of retail food outlets by type is given, along with general economic notes.

Available Market Data—Local

To secure copies of data listed, use the handy coupons

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Combination:*	Circulation	Line Rate
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Sunday Journal	185,473	.60
Sunday and Morning	243,234	.70
Sunday and Evening	331,734	.98
Sunday, Morning, Evening	389,495	$1.04

(ABC circulation, March 31, 1958)

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Write for full market data or Package Plan information to Frank S. Rook, Manager, General Advertising, The Providence Journal-Bulletin, Providence 2, Rhode Island. Or your nearest Ward-Griffith office.

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Available Market Data—Local

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3747. *Hobbs Data.*
A data sheet issued by the *Hobbs Daily News-Sun* gives population and retail sales for the area. A similar sheet is issued for:

3748. *Roswell.*

NEW YORK

3051. *Somerset County Data*
Retail sales by product group, retail outlets, average income per family, per cent of families in various income groups, total farms and average farm real estate value for Somerset County and the New York 50-mile metropolitan zone are covered in a booklet of the *Somerset Messenger-Gazette*, New York.

3052. *WKNY Coverage Map*
Population, families, radio homes, effective buying income and retail sales by product group for the coverage area are presented in a coverage map for WKNY, Kingston.

3053. *WJTN Coverage Map*
Population, households, households with radio, retail sales by category, farm population, farm dwellings, supplies purchased and gross income per farm are listed with a coverage map for WJTN and WJTN-FM, Jamestown.

3054. *WDOE Coverage Map*
A coverage map issued by WDOE, Dunkirk, gives population, households, households with radio, retail sales by category, farm population, supplies purchased and gross income per farm.

3055. *Poughkeepsie Beer Distribution*
Number of independent outlets and number of supermarkets stocking various top brands of beer and ale in the Poughkeepsie area are reported in a brochure issued by the *Poughkeepsie New Yorker.*

3056. *The WOLF Story*
A 12-page booklet of radio station WOLF, Syracuse, includes coverage map, and a county-by-county breakdown of population, families, households, radio families, labor force, retail sales and income in the coverage area.

3109. *Buffalo and Suburbs.*
The *Buffalo Courier-Express* has issued this folder which describes the population growth of Buffalo and suburbs, with map and charts.

3110. *Buffalo and Its Market Area.*
A map published by the *Courier Express* gives population and households in each of eight counties covered, and shows per cent of gain since 1950.

3342. *Binghamton Market Data.*
A map and population figures for Binghamton, N.Y., is available from the *Binghamton Press.*

3343. *New York City Coffee Preferences.*
Coffee brand preferences of New York families are given in percentages for each year from 1954 to 1958 in a booklet available from WQXR, New York radio station.

3344. *New York Tea Preferences.*
Tea brand preferences of New York families are given in percentages for each year from 1954 to 1958 in a booklet issued by WQXR, New York radio station.

3345. *New York Bread & Roll Preferences.*
Bread and roll brand (including local bakery) preferences, in percentages, of New York City families from 1954 through 1958 are available from WQXR.

3346. *New York Carbonated Beverage Preferences.*
Brand preferences of New York City families for club sodas, colas, ginger ales and other carbonated drinks is given in percentages for 1956, 1957 and 1958 in a booklet from WQXR.

3347. *Batavia Market.*
Population, retail volume, spendable income per family and food and car sales in Batavia, Lockport and surrounding communities is available from the *Daily News*, Batavia, N.Y.

3348. *New York City Beer & Ale Preferences.*
Brand preferences in beer and ale among New York families are given in percentages from 1954 through 1958 in a booklet published by WQXR.

3349. *New York City Cigaret Preferences.*
Cigaret brand preferences of New Yorkers, in percentages, 1954-58, are covered in a brochure from WQXR.

3350. *New York City Cigar Preferences.*
Cigar brand preferences of New Yorkers, in percentages, 1954-58, are covered in a brochure from WQXR.

3351. *New Yorker Vacation Patterns.*
Vacationing trends of New Yorkers—who went, where, for how long and on how much money—are detailed for 1954-58 in a booklet by WQXR.

3352. *Schenectady Data.*
A map, population, household and retail sales figures for Albany, Montgomery, Saratoga, Schenectady and Schoharie Counties around Schenectady is available from the *Schenectady Gazette.*

3353. *The Watertown Market.*
A map, population, household and retail sales figures for Jefferson, Lewis, Oswego and St. Lawrence Counties around Watertown is available from the *Watertown Times.*

3354. *Facts About Troy.*
Population and retail sales figures for Troy, Watervliet, Cohoes, Green Island, Waterford and Latham are available from the *Troy Record.*

3355. *The Troy Market.*
Population, sales and retail outlets, plus facts about the leading industries, for Troy is available from the *Troy Record.*

3602. *New York Market Grocery Inventory.*
A total of 385 individual grocery brands in 35 product classifications are checked in 14 major counties of the New York City metropolitan market representing 85% of the grocery sales in the entire city and suburban area. Data for food manufacturers include average sales per store, total units sold and percentage distribution in all stores. Compiled and issued by the *New York World-Telegram & Sun.*

3603. *New York Liquor Audit.*
This study was conducted in eight New York counties which account for 70% of the entire 26-county New York market. The audit checks 147 individual brands of liquor including blended, straight and Canadian whisky, bonds, scotches, gin and vodka. The report, issued by *New York World-Telegram & Sun*, includes average sale per store, total units sold and percentage distribution.

3604. *The Long Island Market.*
A folder issued by WHLI, Long Island, radio station, gives population, net income, retail sales and other data about Nassau and Suffolk counties in Long Island.

3618. *The WMCA Story.*
The number of homes and auto radios in five-state coverage area served by WMCA, New York, is given in a folder by WMCA.

3619. *New York Negro Market Data.*
The Negro population in the five boroughs of New York and in 12 counties around New York are given in a booklet issued by WWRL, New York. Also given are maps locating these populations in the boroughs and in Newark and Jersey City.

3621. *New York's Spanish Market.*
Spanish-speaking population totals in New York's five boroughs and in New Jersey and maps showing same are given in a folder from WWRL, New York. Also given is a population breakdown by sex and age of the whole market around New York.

3622. *Puerto Rican Market Data.*
Population, annual incomes a linguistic capabilities of Puerto Ricans in the New York metropolitan area are given in a folder on foreign language radio merchandising put out by WWRL, New York.

3623. *New York Negro, Spanish Populations.*
The Negro populations of the boroughs of New York and 12 counties in metropolitan New York, and also the Puerto-Rican-Spanish populations in these areas, is given in a listing by WWRL, New York.

3624. *WRFM Listenership.*
Sex, occupations, education and income of listeners to WRFM (formerly WWRL-FM) in the metropolitan New York area is given in a booklet from WRFM. Also noted, in percentages, are the numbers of people in the listener families.

3625. *New York Negro Market.*
A booklet put out by WWRL gives the 1950 and 1957 Negro populations of the five boroughs and 12 metropolitan New York counties, the percentage Negroes represent of the total populations of the five boroughs, the Negro-white birth rate ratio, ages of Negroes coming to New York and the ages, in groups, of Negroes now in the New York area.

NORTH CAROLINA

3058. *Salisbury Brand Preferences*
A survey made by school pupils, whereby their parents filled in questionnaires, covered 2,146 families in the market area, summarized their brand preferences in foods and was published by the *Salisbury Post.*

3059. *WFMY-TV Data*
A booklet of WFMY-TV, Greensboro, gives population, families, urban population, income and retail sales by category.

3060. *Winston-Salem Data*
A county-by-county breakdown of households, along with population, earnings and retail sales for an 11-county trade area are included in a booklet published by the *Winston-Salem Journal* and *Twin City Sentinel.*

3061. *Grocery Inventory*
A 1959 monthly study of 450 grocery store products in 23 classifications showing average units sold per store, total units sold, per cent distribution and total units of stock on hand in Forsyth County is covered in a report by the *Winston-Salem Journal* and *Twin City Sentinel.*

3062. *The Winston-Salem Market*
A 12-page booklet on the 11-county Winston-Salem market area, published by the *Winston-Salem Journal* and *Twin City Sentinel*, gives data on manufacturing payroll, average weekly earnings, building, vehicle registration, growth factors, sales, population and families.

3063. *Winston-Salem Distribution*
Per cent of distribution achieved by a long list of health and drug products and beauty aids in supermarkets, independent chains and independents in the Winston-Salem trade area is covered in a brochure of the *Winston-Salem Journal* and *Twin City Sentinel.*

3064. *Frozen Foods, Juices Distribution*
Per cent of distribution of 115 frozen food brands and 29 frozen juice brands in supermarkets, independent chains and independents in the Winston-Salem trade area is covered in a brochure of the *Winston-Salem Journal* and *Twin City Sentinel.*

3121. *Top Ten Brands in Charlotte*
The top ten brands in 100 product categories in the metropolitan area are reported in this first annual consumer inventory and product availability audit published by the *Charlotte Observer.* Categories include food, drugs and toiletries, beverages, soaps and laundry products, household appliances, cigarets and autos.

3122. *WPTF Data.*
Population, households, total retail sales in total and by product are summarized by Radio Station WPTF, serving Raleigh and Durham, N. C.

3123. *Charlotte Market Manual.*
Population, families and retail sales in the 38-county market area are covered in a booklet issued by the *Charlotte Observer.*

3161. 1959 *Charlotte Home Inventory.*
Ownership and product use figures for 98 product categories for Charlotte and Mecklenburg County are presented by Jefferson Standard Broadcasting Co., Charlotte.

3356. *WNCT Data.*
A coverage map, population, number of families, tv homes and retail sales in eastern North Carolina is available from WNCT, Greenville.

3357. *Wilmington Data.*
Weather, holidays, shopping days, transportation facilities and schools in Wilmington are listed in a folder available from the *Wilmington Morning Star.*

3358. *Raleigh, Heart of the Market.*
Intercity travel time in eastern North Carolina and transportation and storage facilities in Raleigh are described in a folder put out by the Branham Co.

3359. *The Raleigh Market.*
Population, spendable income, retail food and drug sales in Raleigh and coverage map of nine North Carolina newspapers are included in a folder put out by the Branham Co.

3360. *Raleigh Market Data.*
Weather, holidays, shopping days, transportation facilities and schools in Raleigh are listed in a folder put out by the Branham Co. Also contains estimated current retail sales volume.

3361. *The Carolina Triad.*
Retail sales and sales potential in the 62-county triangle area (centered on) Asheville, N. C., and Greenville and Spartanburg, S. C., are available from WLOS-TV, Asheville.

3362. *Fayetteville Family Buying Power.*
Retail sales of food, drugs, general merchandise, apparel, home furnishings, cars and gas in Fayetteville, plus population increase records since 1950, are available in a folder from the *Fayetteville Observer.*

TO OBTAIN MARKET DATA USE THIS COUPON

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This coupon will not be serviced after July 15, 1959

How does YOUR brand rank in Milwaukee?

FOOD PRODUCTS – All-purpose shortening, baby foods, bacon, pork and beans, baking mixes, bread, butter, candy, catsup, coffee, cookies, cottage cheese, corned beef hash, soda crackers, dog food, flour, frozen foods, frozen orange juice, pretzels, ice cream, fish sticks, fruit cocktail, jams, jellies and preserves, luncheon meats, dry macaroni or spaghetti, margarine, milk (fresh, powdered or dry), peanut butter, canned peas, potato salad, potato chips, rice, tea bags, tea balls, dry soup mixes, tuna, wieners, sugar, refrigerated ready-to-bake biscuits, yeast, marshmallows, dessert topping, diet bread, Chinese foods, potatoes, instant.

SOAPS, ALLIED PRODUCTS – Powdered bleach; bleaching fluid; deodorizers; furniture polish, laundry starch; scouring cleansers and pads; toilet soap; soaps and cleaning agents for dishes, fine fabrics, hardwood floors, household laundry, linoleum or tile floors, painted walls and woodwork; rugs and upholstery; toilet bowl cleaners; floor wax; household ammonia; shoe polish, and water softeners.

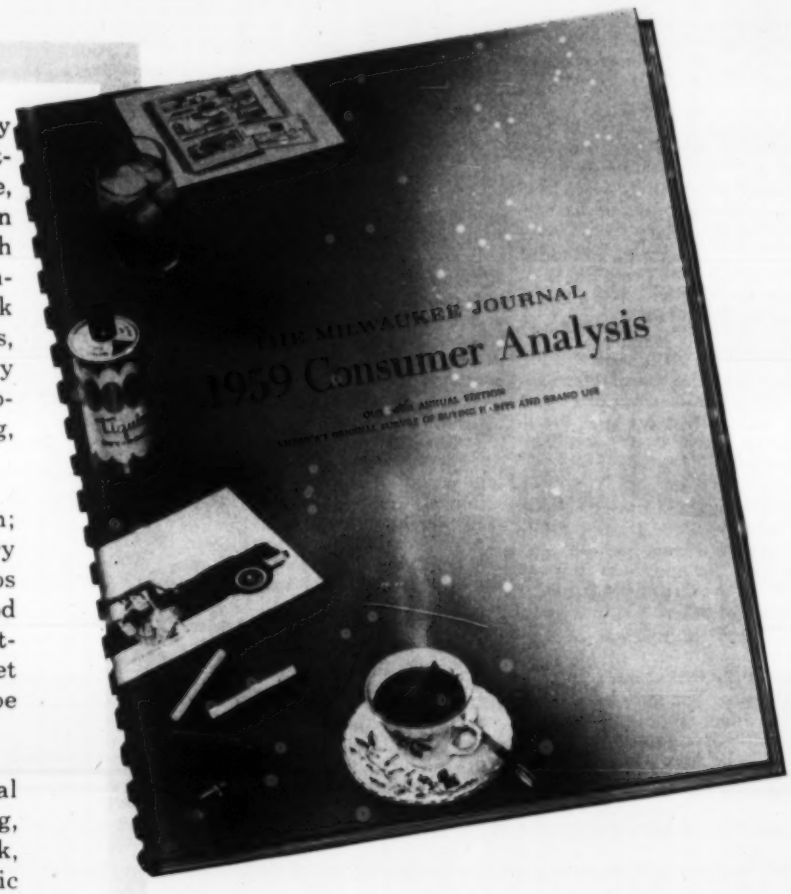
DRUGS, TOILETRIES–Anti-acids, deodorant, facial cream, facial tissues, hair spray, hair tonic or dressing, toilet soap, headache remedies, cold remedies, lipstick, nail polish, home permanent waves, shampoo, electric shavers for men and women, shaving cream, tooth paste and tooth brushes.

BEVERAGES–Alcoholic beverages where purchased, who purchased, day purchased; gin; grape brandy; rum; scotch, vermouth; vodka; whiskey; wine; beer; soft drinks.

HOMES, APPLIANCES – Clothes dryers, cooking ranges, dishwashers, food mixers, washer-dryer combination, owners and renters of homes, home heating units, power lawn mowers, planning to build or buy, room and outside painting, refrigerators, television sets, toasters, washing machines. Mattresses, sheets, bath towels, lawns, lawn seed, lawn fertilizer, weed killer, garden insecticides, dehumidifiers, electric frying pans, vacuum cleaners, FM radios, transistor radios.

AUTOMOTIVE–Antifreeze, make and model of car owned, cars bought in 1958, gasoline, motor, oil, tires, ownership and make and model of second car in family, planning to buy, insurance, gasoline credit card, spark plugs, batteries.

GENERAL–Cigarets, cigars, pipes and pipe tobacco, paper towels, aluminum foil, paper napkins, toilet tissue, wax paper, family income, employment, life insurance, outboard motors, installment buying, fountain pens, vacations, composition of families, air travel, cameras, movie projector, slide projector; hosiery, nylon, girdles, brassieres; hospital insurance, stocks, bonds.



Here's the 1959 picture of consumer buying habits in a metropolitan market of over a million population. It's the 36th annual report of America's original Consumer Analysis–telling what, when, and where Milwaukee people buy; product usage and brand ratings; ownership of cars, appliances, homes, and buying plans. This information, all gathered since January 1, 1959 again shows the competitive positions and trends of brands in many lines, consumer choice of stores, dealer distribution by brands, and comparisons with past years. If you haven't received a copy by May 1, write or call and get the close-up details on local marketing and buying factors which influence your sales in the big Milwaukee market.

THE MILWAUKEE JOURNAL

Read in 9 out of 10 homes

National Representatives, O'Mara & Ormsbee, Inc.

New York Chicago Detroit Los Angeles San Francisco

Available Market Data—Local

To secure copies of data listed, use the handy coupons

3363. *Durham Data.*
Population, households and food, drug and car sales in the eight counties around Durham are available from the *Durham Herald & Sun.*

3364. *Charlotte Market Data.*
Population, households, food, drug and total retail sales in the 20 North Carolina and five South Carolina counties centering on Charlotte are available in a folder from the *Charlotte News.*

3365. *Wilmington Market Data.*
Population, families, spendable income and sales volume in foods, eating and drinking places, general merchandise, apparel, furnishings, cars, gas and other commodities are given for Wilmington and the surrounding communities in a report put out by Star-News Newspapers.

3366. *Carolina's "Area Able."*
A map showing retail distribution area around Charlotte and central distribution areas is available from Jefferson Standard Broadcasting Co.

3803. *The Asheville Market.*
Two folders issued by the *Asheville Citizen & Times* include population and income, and a map showing a county-by-county breakdown of retail food sales in the coverage area.

3804. *Asheville Brand Use.*
A survey of brand use of food products and appliances among 1,714 families in Asheville is reported in a booklet issued by the *Asheville Citizen Times.*

NORTH DAKOTA

3124. *KFYR Data.*
Retail sales, population, households and annual income for 125 counties in the primary market are covered in data sheets of radio station KFYR, Bismarck.

3125. *Dakota's Giant Again Reaches Out.*
Population, estimated buying power, retail sales volume and households in the coverage area are detailed in a brochure issued by three tv stations—KFYR-TV, Bismarck; KMOT-TV, Minot, and KUMI-TV, Williston.

3367. *Fargo Forum-Moorhead News Market Folder.*
Population figures and food, drug and other commodity sales figures for North Dakota and Minnesota counties served by the *Fargo Forum* and the *Moorhead Daily News* (Minn.) are available from the both papers.

3368. *Fargo Market Data.*
WDAY-TV's coverage map and data on population, households, spendable income per family is contained in a folder from WDAY-TV, Fargo, along with food, drug, auto and general merchandise sales figures. Farm population, average farm size and income and per acre production figures are also given.

3369. *Grand Forks Market Data.*
A group of seven fact sheets from KNOX, Grand Forks, includes 1956 and 1957 retail sales figures for food stores, drugs, general merchandise, apparel, autos, gas and other commodities; figures since 1930 showing the area's population, retail sales, building permits, school census and telephone subscribers; the area's production of wheat, oats, barley, rye, flaxseed, corn, potatoes and soybeans and other produce in volume and in percentage of the state's total.

3627. *Grand Forks Metropolitan Area.*
Population, families and retail sales figures for food, drugs and cars are given for North Dakota and for the Grand Forks-Fargo market in a booklet by the *Grand Forks Herald.*

OHIO

3127. *Columbus Consumer Analysis.*
Brand preferences in such categories as food, soap, drug, appliance, automotive and tobacco in central Ohio, plus population data, are included in a study by the *Columbus Dispatch.*

3129. *Steubenville Market.*
A booklet reporting Steubenville's population, total buying power, total retail sales and sales in major consumer categories is available from the *Steubenville Herald-Star.* The booklet compares Steubenville with other Ohio cities in the 25,000-50,000 population category in terms of sales in major retail categories.

3130. *Northeast Ohio.*
A folder listing the population, income data, employment figures and retail sales volume in the Ashtabula, Geauga and Lake Counties market area of the six Rowley Publications newspapers is available from the publisher.

3131. *Northeast Ohio Growth.*
The growth in industrial power, employment and retail sales in the Ashtabula, Geauga and Lake Counties area served by the Rowley Publications newspapers is available from the publisher.

3132. *Northeast Ohio Retail Sales.*
An analysis of retail sales activity in Ashtabula, Lake and Geauga Counties in northeast Ohio is available from Rowley Publications.

3133. *Ashland General Data Sheet.*
A coverage map showing population, industry, agriculture and retail sales volume is available from the *Ashland Times-Gazette.*

3134. *Ashland Retailing.*
A report on the current sales volume and number of retail outlets, plus population, in Ashland and Ashland County, is available from the *Ashland Times-Gazette.*

3135. *WKBN-TV Coverage Map.*
WKBN-TV's coverage map of its Youngstown market gives number of tv receivers, population and retail sales volume.

3126. *Cleveland Retail Purchasing.*
Retail sales of various commodities, and the share of total retail sales, for geographic and economic segments of Cuyahoga County are covered in an annually revised booklet issued by the *Cleveland Plain Dealer.*

3128. *Cleveland New Car Sales.*
Auto purchases in individual census tracts, by makes and series numbers, in the area are detailed in a booklet of the *Cleveland Plain Dealer.*

3136. *Electric Appliances.*
Sales of electric household appliances, including radio and tv sets, by counties, store types and geographic areas in the market area are given in a booklet published by the *Cleveland Plain Dealer.*

3137. *Liquor Sales.*
Retail and wholesale sales of liquor by brand and bottle size for each of Ohio's five liquor districts and by county in the 30-county market area are presented in a booklet issued by the *Cleveland Plain Dealer.*

3138. *Retail Purchasing and Families.*
Sales expectancy within each census tract is given, by relating number and share of the county's families to its share of retail purchasing, in a booklet of the *Cleveland Plain Dealer.*

3139. *Food Store Sales.*
A booklet issued by the *Cleveland Plain Dealer* gives sales volume, share, distribution and average inventory per store for a variety of commodities.

3140. *Retail Sales Volume.*
The retail sales volume, by category, of 31 towns in Cuyahoga County are given for 1954 by the *Cleveland Plain Dealer.* Also shown is each town's share of the county volume for 1954, compared with 1948.

3141. *Social Statistics.*
Cuyahoga County population is broken down by age, sex, marital status, owner-occupancy of homes, values of dwellings, rent ranges, occupational groups and annual family income in a summary by the *Cleveland Plain Dealer.*

3142. *Growth Pace.*
The growth of Cleveland and six neighboring counties is depicted by a comparison of the area's 1950 and 1956 census highlights in a booklet from the *Cleveland Plain Dealer.*

3143. *Growth Expectancy.*
The population of Cleveland and each of the 63 cities and towns in Cuyahoga County is projected to 1960 and 1965 on the basis of the economic development in these towns since 1950 in a booklet from the *Cleveland Plain Dealer.*

3144. *Seasonal Purchasing Patterns.*
The expected monthly share of the year's retail sales total in Cleveland for apparel, piece goods, domestics, furniture, home furnishings and major appliances and 79 other commodities is shown in a study published by the *Cleveland Plain Dealer.*

3145. *Sales Planning Calendar.*
The monthly advertising linage, price preferences and seasonal activity in retailing of apparel, furniture, home furnishings, electrical appliances and other commodities is available in a calendar published as a sales planning guide by the *Cleveland Plain Dealer.*

3147. *Self Service Grocery Stores.*
The 809 self service grocery stores in Cuyahoga County that handle 85% of the area's food sales are listed by name, address, number of check-out counters and the economic nature of the neighborhood they are located in, in a booklet from the *Cleveland Plain Dealer.*

3148. *Drug Stores.*
A listing of the buying personnel in the 554 Cuyahoga County drug stores, plus the drug buyers in department and chain drug stores is available from the *Cleveland Plain Dealer.*

3149. *Retail Shoe Outlets.*
A list of all retail shoe outlets in Cuyahoga County, noting which carry men's, women's and children's shoes, is published by the *Cleveland Plain Dealer.*

3150. *Paint, Hardware, Wallpaper Outlets.*
A listing of all Cleveland area retailers of paint, hardware and wallpaper, showing major product lines, is offered by the *Cleveland Plain Dealer.*

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3151. *WMRN Map and Data.*
WMRN, Marion, O., offers a coverage map and figures on population, households, radio homes, passenger cars and spendable income. Also listed is the annual sales volume of food, drug, eat-drink places, general merchandise, auto, building and other commodities.

3152. *KYW Data.*
KYW, Cleveland, offers a coverage map and population, radio homes and car radios figures for each of the 58 counties it reaches. Also given is general retail, grocery and drug volume figures for the Cleveland area and for the other 57 counties.

3376. *WJW Coverage Map.*
A coverage map of the area served by WJW, Cleveland radio station, covers retail sales; food, drug and automotive sales; number of radio homes and consumer spendable income.

3377. *Sales Report for Dog Foods and Detergents in Cuyahoga County.*
This study by A. C. Nielsen Co. for the *Cleveland Plain Dealer* contains sales volume and share of market percentages for brands of wet and dry dog foods and synthetic and liquid detergents in greater Cleveland (Cuyahoga County).

3378. *Cake Mix Sales.*
The *Cleveland Plain Dealer* has issued this study by A.C. Nielsen Co. of consumer sales volume, distribution and share of market of cake mixes in greater Cleveland (Cuyahoga County).

3379. *Coffee and Margarine Sales.*
This report by A. C. Nielsen Co. for the *Cleveland Plain Dealer* contains sales volume, share of market and distribution for brands of coffees and margarines in greater Cleveland (Cuyahoga County).

3380. *Fremont Market Data.*
This two-page summary of market data information on Fremont, O., was issued by the *Fremont News-Messenger.* The data includes figures on effective buying income, total retail sales, population of retail and trading zones, and sales volume for drugs, food, automotive, furniture and other products.

OHIO

3381. *The Toledo Market.*
An eight-page folder and map covers the Toledo market, including population, income and retail sales on each county in the trading zone. Issued by the *Toledo Blade.*

3382. *The WTVN-TV Market.*
This four-page folder contains a map of the area served by WTVN-TV, Columbus. Data includes number of households, total retail sales, and food stores, automotive and drug store sales.

3383. *The Top Ten Brands in Toledo (1958).*
This study issued by the *Toledo Blade* contains information on product usage, based on brand bought last, and brand availability in 125 different product categories, based on home interviews and retail store audits. Population, income and other current market data for the Toledo area obtained from the survey are also included.

3605. *The Lima Market.*
A folder issued by the *Lima Citizen* gives population, effective buying income, total retail sales, income per family and other information about the Lima metropolitan zone.

3628. *Marion Market Data.*
WMRN's coverage map and data on population, households, radio homes, cars and spendable income in Marion are given in a WMRN fact sheet. Also given are retail sales in the area for food, drugs, apparel, home furnishings, cars and other commodities. Farm population, households, radio homes, cars and farm income figures are also shown.

3629. *Cincinnati Brand Preferences.*
The ten top brands among consumers in the 19-county Cincinnati market are listed in a booklet by the *Cincinnati Enquirer.* Commodities covered include all food store products, major household appliances, gas, oil, apparel, drugs, cosmetics. Also given are retail sales in these categories, population and household figures, average family incomes, ages of household heads, occupations, rents, ownership and buying plans for the area.

3630. *Akron Spot Radio Market.*
A folder issued by Avery-Knodel Inc. gives the population, households, buying income, total retail sales and sales of food and drugs in the Akron market. Notes on the area's employment level and industrial growth are also given.

3631. *Toledo Data Folder.*
Population, households and food, auto and drug sales in the coverage area are given in a folder by WSPD-TV, Toledo. A ten-year population growth chart and farm production are included.

3632. *Northeast Ohio—Moneyland, USA.*
Description of the northeast Ohio market and its retail sales is given by the *Canton Repository.*

3633. *Canton Consumer Analysis.*
Brand preferences, food buying habits, appliance ownership and media use of 1,000 Canton households, based on personal interviews, is reported by the *Canton Repository.*

3634. *Akron & Tri-County Area.*
The population growth of Akron and three neighboring counties since 1940 is covered in a brochure by the *Akron Beacon Journal.* Also given are families, buying power, total retail sales, sales of drugs, cars, food and other commodities in the Akron area.

3635. *Top Ten Brands in Akron.*
The ten top brands among consumers in the Akron metropolitan area are reported by the *Akron Beacon Journal.* Products covered include all food store products, household appliances, cars, drugs, toiletries and general household accessories. Also given are population and household figures, average number of children, family buying power and retail sales figures, per family and totally, in food, drugs and apparel.

3636. *Northeast Ohio Market Data.*
Population, families, food purchases and retail purchases of families in the 30-county northeast Ohio area are reported by county in a brochure issued by the *Akron Beacon Journal.*

3637. *Lima Market Data.*
Population, households, household income, buying power, total retail sales and sales in categories —food, drugs, cars, apparel, gas, general merchandise, home furnishings, etc.—are reported in a folder by the *Lima News* for the ten-county area around Lima.

3749. *Massilon Market.*
Population, retail sales and out-

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lets, and income are covered in a data sheet issued by the *Massillon Independent*, for its area.

3750. *Mansfield Market.*
A five-year growth analysis (1952-57) of retail sales in total and by product category is given along with income and population for the Mansfield area in a folder of the *Mansfield News-Journal*.

OKLAHOMA

3154. *Tulsa Market Data.*
A list of the principal drug and grocery outlets in Tulsa and the buyers in department stores carrying drugs and groceries is available from the *Tulsa World* and *Tulsa Tribune*.

3384. *KWTV, CBS Television, Oklahoma City, (NCS) No. 3, Spring, 1958.*
This six-page folder, issued by KWTV, Oklahoma City tv station, contains the number of total homes, population, retail sales and homes with tv sets in the 54-county area covered.

3385. *The Oklahoma City Market.*
A six-page folder giving the population and sales data for Oklahoma City and its retail trading zone, showing the growth of the market and its rank with leading metropolitan areas. It gives sales figures for food stores, drugs, automotive stores and other types of businesses. Published by the *Oklahoman & Times*.

3386. *Market Data Folder—Tulsa.*
This folder contains figures on population, income and sales in the Tulsa market area. Included are sales breakdowns in various product categories. Issued by the *Tulsa World and Tribune*.

3387. *Muskogee.*
This four-page report issued by the *Muskogee Daily Phoenix* and *Times-Democrat* demonstrates Muskogee's increase in 12 sales categories compared with that of Oklahoma and the U. S.

OREGON

3388. *How Are Your Sales in Salem?*
Retail sales, population, buying incomes, number of persons employed and in what industries and number of retail outlets are contained in this report issued by the Statesman-Journal Newspapers, Salem.

3638. *Ten Top Brands in Portland.*
The ten top brands among consumers in the Portland metropolitan area are reported by the *Portland Oregonian*. Products included are all grocery store products, major appliances, cars, drugs, toiletries and general household accessories. Also given are population and household figures, average number of children, family buying power and total retail sales, per family and totally, for food, drugs, toiletries, cars, gas, furniture and major appliances.

PENNSYLVANIA

3389. *Greensburg Data.*
A report of the Greensburg market covers automotive sales, gas stations sales, population, retail sales, effective buying income. Issued by the *Greensburg Tribune-Review*.

3390. *Family Income by Communities in Allegheny County.*
This study lists family incomes for communities in Allegheny County, and a comparison with 1950 figures. Published by the *Pittsburgh Post-Gazette*.

3391. *Capsule Food Report.*
A report on food sales in the Pittsburgh market includes estimates on sales for major chains, independents and wholesale grocers in Pittsburgh, and lists all of the towns in which a major chain food store is located. Issued by the *Pittsburgh Post-Gazette*.

3392. *Allegheny County Shopping Center Report.*
A report of shopping centers in Allegheny County (Pittsburgh) lists all centers with location, number of stores, square feet of selling space, parking facilities, population estimates for each community in Allegheny County, and a map showing population trend and shopping centers. Published by the *Pittsburgh Post-Gazette*.

3393. *Industrial Pay Days in the Pittsburgh District.*
A summary of industrial pay

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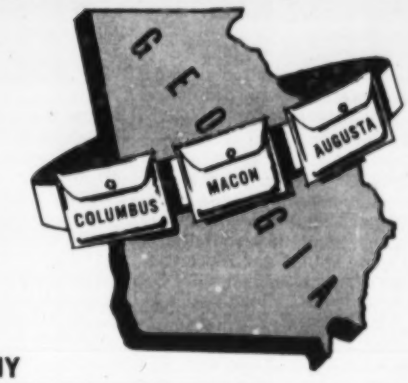

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days of manufacturing companies in the Pittsburgh market lists data for hourly and salaried employes. Issued by *Pittsburgh Post-Gazette*.

3156. *Philadelphia Summer Population Gains.*
Figures on summer radio listenership in the Philadelphia resort area and summer time population gains are available from WCAU, Philadelphia.

3157. *Phil-Urbia Liquor Market.*
State liquor store sales from 1955-58 in 30 suburbs of Philadelphia are available from Ralph R. Mulligan, publishers' representative, New York.

3660. *Pennsylvania Liquor Facts.*
The *Philadelphia Inquirer* has published a report of the 45 best-selling whiskies in Pennsylvania during 1958, including case sales with percentage change and brands rank in 1957 and 1958 and percentage of all Pennsylvania whisky sales and all alcoholic beverage sales represented by each brand.

3661. *Delaware Valley Food Facts.*
The *Philadelphia Inquirer* issues each month a report on distribution of about 50 commodity groups in the Philadelphia retail trading area showing number of outlets as well as percentage of outlets carrying each brand.

3662. *Continuing Study of Product Use in Delaware Valley.*
This continuing study, issued by the *Philadelphia Inquirer*, measures buying expectations and product use by brands in households of the Delaware Valley market.

3663. *Beer & Ale.*
A booklet, issued by the *Philadelphia Inquirer*, contains a survey of beer and ale distributors and retail licensees to determine distribution and leading brands in Philadelphia, plus a comparison with five previous surveys.

3664. *Supermarkets in Delaware Valley.*
Major supermarket chains and independent markets in the Philadelphia retail trading area, with tabulation of outlets and area maps are included in this report published by the *Philadelphia Inquirer*.

3665. *Delaware Valley Shopping Centers.*
A folder, issued by the *Philadelphia Inquirer*, lists 125 major business and shopping centers in the Philadelphia retail trading area with maps and list of leading centers in six merchandise classifications.

3666. *Shopping Centers in the Delaware Valley.*
The *Philadelphia Inquirer* has issued this booklet which gives location, size, tenant stores of the 100 most important shopping centers in the Philadelphia retail trading area, plus a listing of smaller business and shopping centers in the 14-county area.

3667. *Philadelphia Data.*
The Philadelphia market, its population, new passenger car sales and port and bridge traffic figures are given in this report issued by the *Philadelphia Inquirer*.

3668. *Delaware Valley Automotive Facts.*
New passenger car sales for Philadelphia and suburban counties in the Philadelphia retail trading area plus a report of new foreign car sales are given in this report issued by the *Philadelphia Inquirer*.

3669. *Food Products Distribution Study.*
A series of data sheets on the individual distribution survey of about 40 food items by classification in Oil City and Franklin, Pa., has been issued by Venango Newspapers Inc., Oil City.

3670. *Easton Today.*
The multiple city market of Easton and Wilson, Pa., and Phillipsburg, N.J., is described as to population, buying income and retail sales in a folder issued by the *Easton Express*.

3671. *Philadelphia Area Data.*
A study published by the *Camden Courier-Post* includes retail sales, population, households and income of the Philadelphia metropolitan area, with emphasis on the South Jersey segment.

3672. *Greater Philadelphia Fact Book.*
The *Philadelphia Bulletin* has issued a 154-page book about families in the 14-county Philadelphia trading zone based on a survey which includes family composition, socio-economic characteristics, shopping information and intended purchases.

3673. *The Philadelphia Sales District.*
A report, issued by the *Times Herald*, Norristown, shows food sales, population and number of homes in 15 counties in Pennsylvania and Delaware.

3674. *Phil-Urbia Liquor Market.*
Annual liquor sales, 1954-58 for four counties in the Phil-Urbia market—Mail Line, Chestnut Hill, Germantown—are given in this data sheet issued by Ralph R. Mulligan, representative for the *Main Line Times, Upper Darby News* and *Germantown Courier*.

3675. *WTAE Coverage Area.*
A folder, issued by WTAE, Pittsburgh, contains a coverge map of WTAE and population, number of households and total retail sales in the coverage area.

3751. *Greenville Market.*
A data sheet issued by the *Greenville Record-Argus* details population and retail sales for the trade area.

3394. *Pittsburgh Data.*
A map of Pittsburgh's ABC city zone with 1959 population and households estimated for areas included in Pittsburgh's ABC zone is available from the *Pittsburgh Post-Gazette*.

3395. 1959 *School Holiday Calendar.*
The *Pittsburgh Post-Gazette* has issued this 1959 school holiday calender which lists the complete schedule for all holidays this year for the Pittsburgh public, Catholic and Allegheny County schools.

3396. *Buy the Big "L."*
A folder showing the Lancaster metropolitan market, retail sales, effective buying income, industrial statistics, principal industries and general market data. Folder also contains drug, liquor and grocery route lists as well as Lancaster city and Lancaster market maps. Issued by the *Lancaster Intelligencer Journal*.

3397. *Liquor Buying Habits in Pittsburgh.*
A study of liquor buying habits by types obtained from state store analyses, a survey of outlets and reports from selected bars in the Pittsburgh market. Published by *Pittsburgh Post-Gazette*.

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3398. *WIP Coverage Map.*
Population, families, radio families and cars with radios in the 14-county greater Philadelphia area are covered in this folder and map issued by WIP, Philadelphia radio station.

3399. *Market Distribution & Information Folder (Lehigh Valley Market).*
This folder contains effective buying income, total retail sales, retail sales per family and per family buying income in Allentown, Lehigh County and the Allentown metropolitan area. Published by the Allentown Call-Chronicle Newspapers Inc.

3400. *The Bethlehem Market.*
This folder contains such information as total income, population, bank deposits, auto registrations, telephones, number of farms, value of farm products and other data about the Bethlehem, Pa., market. Issued by the *Bethlehem Globe Times*.

3401. *Pennsylvania's Farm Market.*
This folder issued by the *Lancaster Intelligencer Journal* contains area figures on number of farms, value of field crops including farm animals, expenditures for items like fertilizers, trucks and farm equipment and other farm data.

3402. *The Erie Market.*
This report gives population and sales data for Erie, and its retail trading zone, shows the growth of Erie and its metropolitan area in comparison to other Pennsylvania markets and lists grocery and drug retail outlets. Issued by the *Erie Times-News*.

3403. *The York Market.*
This folder gives population and retail sales for York, and grocery and drug retail outlets in the market. Issued by the *York Dispatch*.

3404. *Summary of Pottstown.*
The folder contains population and sales figures for Pottstown and lists grocery and drug retail outlets. Issued by the *Pottstown Mercury*.

3405. *Pennsylvania's Jet Net.*
The 24-county area covered by WAZL, Hazleton; WHLM, Bloomsburg, and WHOL, Allentown, is covered in this folder, giving figures on such items as retail sales, farm population, food and drug sales, farm income, population, homes and automotive sales are found in the folder issued by the three radio stations.

3406. *WIBG's Coverage.*
WIBG, Philadelphia radio station, has issued this report which gives data on population, radio homes, retail sales and auto registration for the coverage area.

3407. *The Tri-City Lehigh Valley Market.*
This report shows a comparison of liquor package sales in Bethlehem, Allentown and Easton. Also data concerning incomes, savings and industries in the Bethlehem city zone. Issued by the *Bethlehem Globe Times*.

RHODE ISLAND

3158. *Providence Market Data.*
Population figures for metropolitan Providence, plus annual sales volume in food, drugs, apparel, general merchandise, home furnishings, cars and other commodities are available from the *Pawtucket Times*. Also listed are the major outlets in these product groups in the Providence and Pawtucket area.

3159. *Westerly, R.I., Market.*
1957 retail sales of food, general merchandise, furniture, household appliances, cars, gas, building materials, hardware and drugs for the Westerly market in Rhode Island and Connecticut are available from the *Westerly Sun*.

3410. *Rhode Island Market Map.*
An eight-page market map issued by the *Providence Journal-Bulletin* shows population, dwelling units, employment, income, retail sales and number of stores by county and for the state.

3411. *Rhode Island Test Markets.*
Test cities by population size, distribution of retail sales and distribution of tests in Rhode Island are given in a booklet issued by the *Providence Journal-Bulletin*.

SOUTH CAROLINA

3162. 1959 *Florence Home Inventory.*
Product use and brand preferences in major appliances, foods, cars, medicines, cleaning materials, cosmetics and toiletries for Darlington, Florence and Marion Counties are available from, WBTW, Florence radio station.

3676. *Modern Charleston.*
The economy, population growth and employment distribution of Charleston, plus the shipping industry is described in a booklet issued by WCSC, Charleston.

3677. *WFBC-TV* 1959.
WFBC-TV, Greenville, has issued a booklet with maps population and retail sales for the Greenville, Spartanburg and Asheville market.

3412. *South Carolina Dwellings.*
A county-by-county breakdown of occupied dwellings in South Carolina, plus retail sales by category, are covered in a folder issued by the *Columbia Record* and the *State Record*.

3413. *The Charleston Market.*
Increases in population, auto and truck registrations, telephones, postal receipts and bank transactions, plus total homes, radio homes, retail sales and income for the coverage area are included in a booklet issued by WCSC and WCSC-TV, Charleston.

3414. *The Anderson Market.*
A folder issued by the *Anderson Independent & Daily Mail* gives population, households and retail sales by county, and grocery and drug outlets, in the trade area.

SOUTH DAKOTA

3163. *South Dakota Triple Market.*
Number of people, families and average income per family in eastern South Dakota, broken down by county, plus total retail sales figures, is available from the *Public Opinion*, Watertown, S. D.

3164. *Sioux Falls Map & Data.*
Number of dwelling units in counties covered by the *Sioux Falls Argus-Leader*, the newspaper's circulation and percentage total is available from the *Argus-Leader*.

3165. 1959 *Rapid City Business Survey.*
A 20-year record of Rapid City, S.D.—its building, tourism, mining, wholesale activity, agriculture and retail sales—is available from the *Rapid City Journal* along with population, income and labor figures by industry types.

3415. *Sioux Falls Data.*
Population, income, retail sales and wholesale and retail outlets are covered in a brochure available from the *Sioux Falls Argus-Leader*.

3805. *KRSD-TV Data.*
A brochure issued by KRSD-TV, Rapid City, includes a coverage map, homes and per cent of tv penetration and radio penetration by counties, population, income and retail sales.

3806. *Sioux Falls Coverage Map.*
A folder issued by the *Sioux Falls Argus-Leader* includes a coverage map, and a county-by-county breakdown of dwelling units.

3678. *WNAX Market Facts.*
WNAX, Yankton, has issued a county-by-county study including population, income and retail sales for the 175-county area which it serves.

3679. *Aberdeen Market.*
Retail sales for the Aberdeen 14-county market showing the 1956-57 growth compared to that of South Dakota and the U.S. are included in this booklet published by the *Aberdeen American News.*

TENNESSEE

3166. *TVA, 1933-58.*
A 25-year summary of the Tennessee Valley Authority's operation, electricity production figures, river boat volume and the over-all financial operations picture is available from the TVA, Knoxville.

3167. *Knoxville Trade Area Population.*
1950 and estimated 1958 population figures of 42 counties in Tennessee, Kentucky and southwest Virginia within the Knoxville trading area are available from the Knoxville chamber of commerce. Number of families, family income, buying power and total retail sales are given.

3168. *Knoxville Building.*
A ten-year record of home and non-residential building in Knoxville and the dollar values involved are included in data sheets issued by the Knoxville chamber of commerce.

3169. *Knoxville Data.*
Number of people, families, building permits, real estate sales, buying power, retail sales and banking activity in Knoxville in 1957, compared with 1947, are given in data sheets of the Knoxville chamber of commerce.

3170. *Knoxville Labor Market.*
Average earnings of Knoxville laborers in the food, textile, stone-clay-glass industries, retailing, utilities and other job groups plus notes on employment trends, are available from the Tennessee Department of Employment Security, Nashville.

3172. *Knoxville Area Survey.*
Population, employment by industry types, educational facilities and industrial activity in the Knoxville area are available in data sheets of the Knoxville chamber of commerce.

3173. *Knoxville Facts & Figures.*
Knoxville's birth and death rate, current population, dollar volume of building, commerce, finance, industry and its agricultural and transportation resources are available from the Knoxville chamber of commerce.

3174. *Knoxville, Knox County Manufacturers Directory.*
A directory, by industry types, of all manufacturers, their addresses, chief executive officer and number of employes in the Knoxville area, is available from the Knoxville chamber of commerce.

3175. *Nashville Market Data.*
The relative spending rate of 13 major southern cities in food, general merchandise, furniture and household appliances, autos and drugs is covered in a bulletin from the *Nashville Banner.*

3317. A county-by-county breakdown of total homes, tv homes and WMCT area is offered by the Memphis station.

3370. *Nashville Market Data.*
Population, retail sales, average family income and regional industrial development figures for metropolitan Nashville (Davidson County) are available from the *Nashville Tennessean.*

3416. *Nashville Data.*
Population, income, families, retail sales, autos, trucks, white population, telephones and bank clearings are given in a folder of the *Nashville Banner* and *Tennessean.*

3417. *Memphis Market Report.*
Data sheets issued by television station WMCT, Memphis, give population, households, income and retail sales in total and by product group for the coverage area and by county.

3418. *Memphis Market Information.*
Population, income and retail sales are broken down for Memphis, its metropolitan area and the total 76-county market in a booklet published by the *Memphis Press-Scimitar* and *Commercial Appeal.*

3680. *WMAK Market.*
WMAK, Nashville, has issued a data sheet which includes a map, population, number of homes, radio homes, passenger cars, income, retail sales breakdown and farm market breakdown of the Nashville area.

3681. *WSIX-TV Coverage Map.*
A map issued by WSIX-TV, Nashville, shows population, families, income and retail sales in the coverage area.

3682. *Clarksville Data.*
Population, retail sales and industries for the Clarksville market are included in this folder issued by the *Clarksville Leaf-Chronicle.*

3683. *The Gallatin Market.*
The *Gallatin Examiner-Press* has issued a folder with retail sales, population and industries in the Gallatin market.

3752. *Kingsport Data.*
Population, retail sales, income and families are listed in a data sheet issued by the *Kingsport Times-News* for its area.

TEXAS

3065. *Lubbock Data*
Population figures showing the growth of Lubbock since 1910, plus households, income and retail sales are presented in a folder issued by the *Lubbock Avalanche-Journal.*

3066. *The Temple Story*
Automotive sales, population, households and income data for the area are given in a brochure issued by the *Temple Telegram.*

3067. *Temple Grocery Sales*
Sales rank of food brands in 47 categories in 100 chains, independents and other stores in the market area is tabulated in a report by the *Temple Telegram.*

3068. *Beaumont Food Distribution*
Per cent of distribution of brands in 81 national food categories annually over a five-year period in Beaumont are shown in a booklet published by the *Beaumont Enterprise* and *Journal.*

3069. *Beaumont Brand Preferences*
Brand preferences in 73 food items and 14 household appliances are shown for a six-year period in the market area in a report by the *Beaumont Enterprise* and *Journal.*

3176. *Dallas Data.*
The *Dallas Morning News* offers an illustrated booklet on the Dallas marketing area, including retail sales, income, population, occupation and advertising linage.

3177. *Dallas Data by Counties.*
Population, net effective buying income, retail sales, food sales, drug sales and general merchandise sales, by county, are offered for the Dallas area in a folder from the *Dallas Morning News.*

3178. *Top Ten Brands in Dallas.*
This survey of Dallas area resi-

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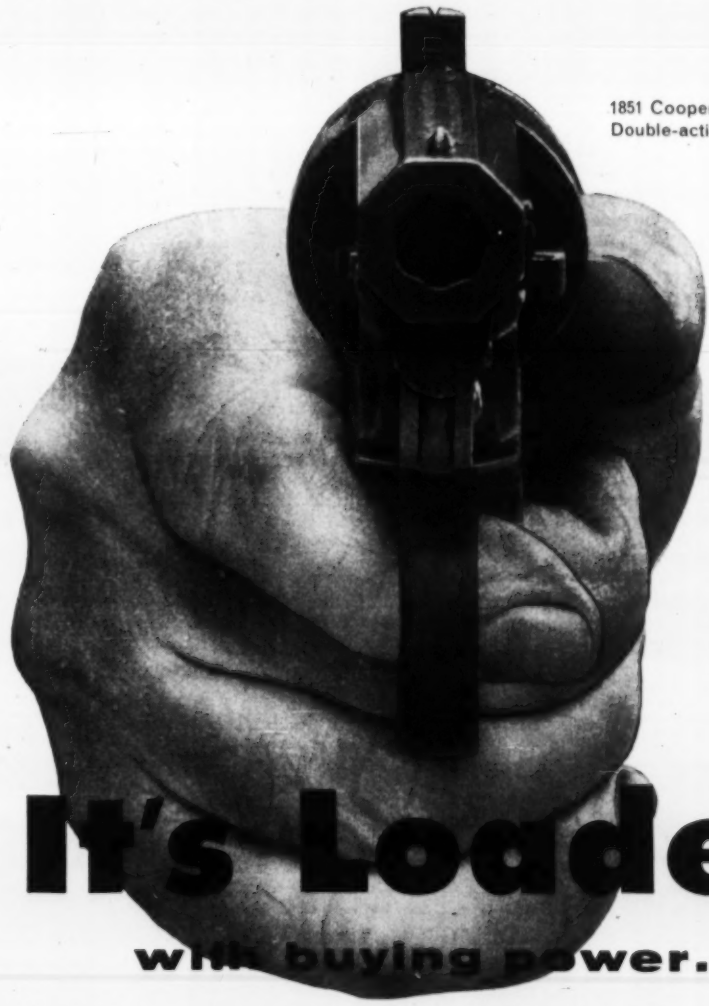

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†Sales Management, Survey of Buying Power, 1958

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Population: 2,117,100
Income: $3,740,248,000
Retail Sales: $2,472,792,000
Coverage: 56.4% By The Star and The News

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dents reports on brands last purchased among grocery and household items, cosmetics, ranges, refrigerators, washing machines, tv sets, air conditioning units, autos, clothing and other items. Also included is a product availability audit at retail stores. The booklet is offered by the *Dallas Morning News*.

3179. *Brands, Buying in Dallas.*
A survey of buying intentions and the use of branded products in the Dallas area is included in a booklet offered by the *Dallas Morning News*. Data covers appliances, cars, grocery items and cosmetics.

3180. *Family Income in Dallas.*
A color-coded map of Dallas, showing geographic distribution of families by income areas, is offered by the *Dallas Morning News*.

3181. *The Austin Market.*
Food sales, population, purchasing income and planned industrial, civic and military improvements in the Austin area are detailed in a brochure from the *Austin American-Statesman*.

3182. *Waco Data.*
Retail sales, population and effective buying power in Waco and McClennan County are covered in a folder from the *Waco News-Tribune* and *Times-Herald*.

3183. *Greenville Brand Use.*
The *Greenville Herald-Banner* is offering information on brand use and buying intentions in its market area.

3184. *Fort Worth Vacationers.*
A breakdown by state of where Fort Worth residents made vacation trips during the past year is included in a brochure from the *Fort Worth Star-Telegram*.

3185. *Fort Worth Boating Market.*
The *Fort Worth Star-Telegram* lists major lakes in the Fort Worth area, plus information on boat ownership.

3186. *Fort Worth Brand Survey.*
The use of branded products in grocery items and cosmetics plus auto buying intentions for the Fort Worth area is available from the *Fort Worth Star-Telegram*.

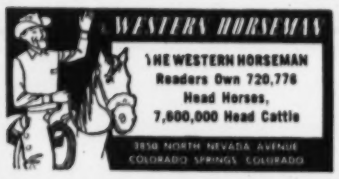
3187. *The Fort Worth Market.*
This booklet analyzes the Fort Worth area with regard to population, buying power, retail sales, growth patterns, wages, retail stores, building and employment, and was prepared by the *Fort Worth Star-Telegram*.

3188. *Houston Retail Survey.*
Population, income, retail sales, wholesalers, brokers, jobbers, distributors, retail and wholesale outlets in the Houston area are covered in a brochure from the *Houston Chronicle*.

3189. *Houston Data.*
Brand preferences including 50 grocery item categories, and intentions to buy appliances and autos, plus downtown vs. suburban shopping habits, is contained in a booklet about the Houston area offered by the *Houston Chronicle*.

3419. *Big Spring Market.*
A folder issued by the *Big Spring Herald* gives income, population, retail sales and sources of income for the six counties covered.

3420. *Big Spring Data.*
Construction figures, bank deposits, water consumption and school enrollments are given in a 20-page booklet of the *Big Spring Daily Herald*.



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3421. *Beaumont Data.*
Population, sales, income and retail and wholesale outlets are covered for the area in a file folder issued by the *Beaumont Enterprise & Journal*.

3422. *Beaumont Food Distribution.*
A survey of distribution of food items found on shelves of 36 retail grocers, compared with survey results of three previous years, is covered in a booklet available from the *Beaumont Enterprise* and *Journal*.

3423. *Beaumont Brand Preferences.*
Food brand preferences, as shown by a survey of 1,000 local housewives, are shown in a booklet compiled by the *Beaumont Enterprise* and *Journal*.

3424. *Beaumont Food Sales.*
Food sales of three major chains serving the Beaumont retail trade area are analyzed in a brochure of the *Beaumont Enterprise* and *Journal*.

3425. *WBAP-TV Market Coverage.*
Population, retail sales and tv sets are shown annually from 1950 to 1958 in a folder issued by WBAP-TV, Fort Worth, for the coverage area.

3426. *Wichita Falls Data.*
A folder issued by the *Wichita Falls Times & Record News* shows population, households and retail sales by county in the coverage area.

3427. *San Antonio Facts.*
Population, income, families and retail sales in total and by product in the trade area are shown in a brochure issued by the *San Antonio News* and *Express*.

3428. *Waco Food Brand Use.*
The 1958-59 food brand use in Waco, part of a continuing study, is shown in a booklet available from the *Waco News Tribune* and *Times-Herald*.

3429. *101 Facts on El Paso.*
Population, retail sales and income for the trade area are included in the 1959 edition of a folder issued by the *El Paso Times* and *Herald-Post*.

3430. *West Texas Market.*
A plastic-bound booklet issued by KDUB, KPAR and KEDY, Lubbock, gives tv set count, population, retail sales and income in the coverage area.

3431. *The Austin Market.*
A folder of data sheets issued by the *Austin American-Statesman* includes population, income in total and per capita and per family, and retail sales by product groups for the trade area.

3432. *The Port Arthur Market.*
A folder of data sheets issued by the *Port Arthur News* includes population, income in total and per capita and per family, and retail sales by product groups for the trade area.

3433. *The Waco Market.*
A folder of data sheets issued by the *Waco News-Tribune* and *Times-Herald* includes population, income in total and per capita and per family, and retail sales by product groups for the trade area.

3434. *Temple Food Sales.*
Sales performance of various food brands as reported in a survey of retail chains, independents and others in the trade area is covered in a brochure issued by the *Temple Daily Telegram*.

3435. *San Antonio Data.*
A folder of data sheets issued by the *San Antonio Express* and *News* includes population, families, retail sales by categories and income in the trade area.

3436. *Laredo Look.*
Population, income, retail sales, apparel and auto sales, and retail outlets in the coverage area are included in a brochure issued by the *Laredo Times* and KHAD-TV.

3437. *KFJZ-TV Coverage Map.*
A coverage map issued by KFJZ-TV, Fort Worth, gives population, families, retail sales and income per county.

3438. *Corpus Christi Market Information.*
A folder of the *Corpus Christi Caller-Times* gives population, families, income and retail sales in many categories in the area.

3439. *Texas-Louisiana Brand Purchases.*
A breakdown of 50 product categories, showing the percentage of all homes that purchase any brand of the product and the percentage currently buying each brand among users is presented in a report by the *Corpus Christi Caller-Times*.

3684. *Tyler Market Facts.*
KTBB, Tyler, has issued several data sheets which include population, radio homes, income and a retail sales breakdown for the area covered.

3685. *WBAP Data.*
A folder, issued by WBAP, Fort Worth, contains maps and population, income, households, farm homes and retail sales for the Fort Worth area.

3686. *Abilene Brand Study.*
The *Abilene Reporter-News* has published a household study of approximately 100 products from a survey made in more than 800 Abilene homes. Also available is a special report on frozen rolls and cigars.

3687. *Texas Markets & Media '58-59.*
A brand use study of 58 food store categories including potential market for autos, appliances and leisure time activities covering six Texas cities—Abilene, Big Spring, Corpus Christi, Greenville, Marshall and San Angelo—is contained in Part II of this report published by Texas Harte-Hanks Newspapers, Dallas. Part I contains characteristics of newspaper readers in the same six cities broken down by age, sex, tenure, economic level of family, occupations of head of household and size of family.

3753. *Dallas Family Composition Survey.*
A survey of subscribers classifies them in terms of family size, jobs (men and women), incomes, and ownership of appliances, autos, boats, motors, and homes is covered in a brochure of the *Dallas Times Herald*.

3754. *Dallas Income.*
A breakdown of circulation in terms of income and socio-economic levels is covered in a brochure issued by the *Dallas Times Herald*.

3755. *Wichita Falls Market.*
A brochure issued by the Times Publishing Co. of Wichita Falls gives annual sales for seven types of stores in Wichita County and 17 other Texas counties and five Oklahoma counties.

3756. *1959 Profit Planning Calendar.*
A calendar of local promotion events in 1959 including charts showing population, households, income and retail sales by county for the area is available from the Times Publishing Co. of Wichita Falls.

3757. *KTSM-TV Data.*
A brochure issued by KTSM-TV, El Paso, gives population, income and retail sales for the coverage area.

UTAH

3190. *Salt Lake City Consumers.*
An analysis of consumer buying habits for foods, drugs, autos, clothes and appliances, plus other market information for the Salt Lake City area, is available from the Newspaper Agency Corp., Salt Lake City.

3450. *Ogden Summary.*
Population, retail sales and details on industry, agriculture, transportation, mining, military installations and tourism for Ogden and its retail trading area are included in a folder and map issued by the *Ogden Standard-Examiner*.

3701. *KSL-TV Data.*
Data sheets published by KSL-TV, Salt Lake City, include a coverage map and population, households, tv sets and retail sales.

VERMONT

3451. *WCAX-TV Market.*
A brochure issued by WCAX-TV, Burlington, includes coverage map, and U.S. and Canadian population and tv homes in the area served by the station.

3452. *The Burlington Market.*
Population, number of retail and wholesale distribution facilities, and data on industries in the eight-county area served by the *Burlington Free Press* are contained in this folder.

VIRGINIA

3191. *Industrial Tri-Cities.*
A folder showing industrial manufacturing in Bristol, Va., Johnson City, Tenn., and Kingsport, Tenn., plus a breakdown by county of industrial employment and payrolls, is issued by WCYB-TV, Bristol.

3192. *Richmond Newspaper Market.*
The *Richmond Times-Dispatch* and *News Leader* offer a brochure giving information on population, buying power, retail sales and grocery stores in the Richmond market.

3453. *Waynesboro Fact File.*
A folder, issued by the *Waynesboro News-Virginian*, gives population, buying power, retail sales growth, employment, retail outlets in the three-county coverage area.

3702. *WRVA-TV Data.*
A brochure issued by WRVA-TV, Richmond, details population by age categories, sex, white vs. non-white and totals per county, plus retail sales and bank clearings for the coverage area.

3703. *Richmond Market Facts.*
An 18-page booklet published by the sales promotion department, Reuben H. Donnelley Corp., Washington, gives population, families, income, retail sales, dwelling units, appliance sales by product in units, motor vehicle registrations and vehicle repair data in the Richmond market.

3704. *Norfolk Market Facts.*
Population, families, births, marriages, income, retail sales and motor vehicle registrations by county are listed for the Norfolk trade area in a 16-page booklet published by Reuben H. Donnelley Corp., which also offers the following booklets:

3705. *Huntington Market Facts.*

3706. *Roanoke Market Facts.*

3707. *Norfolk Statistical Digest.*
A 64-page booklet published by the *Norfolk Virginian-Pilot* and *Ledger-Star* gives ten-year tabulations of auto registrations, retail sales, imports and exports, utilities, construction, banking, real estate sales and bus, ferry, tunnel and air traffic in the Norfolk-Portsmouth trade area.

3708. *Norfolk-Portsmouth Data by Census Tracts.*
Latest population estimates for all Norfolk census tracts, including racial breakdown, total, occupied and vacant dwelling units and maps showing current median income level of each tract, are included in a booklet issued by the *Norfolk Virginian-Pilot* and *Ledger-Star.*

3709. *Virginia 1958 Population Estimates.*
Population estimates of all counties, cities and metropolitan areas in Virginia, including a breakdown of white and Negro, compared with 1950 Census, are presented in a brochure of the *Virginian-Pilot* and *Ledger-Star.*

3710. *Norfolk-Portsmouth Population Forecast, 1959-70.*
Projections of total population, population living in dwelling units and total households, 1959-70, are given on a data sheet of the *Virginian-Pilot* and *Ledger-Star.*

3711. *Military, Federal Payrolls.*
Total military and federal personnel, 1958 payroll for each service and a calendar of Navy paydays in the Norfolk-Portsmouth area are presented in data sheets of the *Virginian-Pilot* and *Ledger-Star.*

3712. *Dwelling Units.*
New dwelling units authorized by building permits in each city and county of the Norfolk-Portsmouth area for each year from 1950 to 1958 are totaled in a data sheet of the *Virginian-Pilot* and *Ledger-Star.*

3713. *New Car and Truck Sales.*
Unit sales of all makes of U. S. and foreign cars and trucks in the Norfolk-Portsmouth and Richmond areas by month, compared with a year ago, and including each make's penetration and rank in the market, are given in a brochure of the *Virginian-Pilot* and *Ledger-Star.*

WASHINGTON

3454. *KING-TV Sales Study.*
A folder issued by KING-TV, Seattle, shows population, families, retail sales and effective buying income of the Puget Sound region of western Washington.

3455. *Pasco Summary.*
Population, sales and data on industry, distribution, mining and agriculture for the retail trading area are contained in this folder issued by the *Pasco Tri-City Herald.*

3639. *KOIN Market Data.*
Population, total retail sales and sales for food, drugs, general merchandise and cars are given in a folder by KOIN, Portland radio station. Also given are car registration figures for metropolitan Portland and neighboring counties in Oregon and Washington, plus hourly traffic volume over eight Portland area bridges.

3714. *Seller's Handbook for Seattle-Tacoma.*
Number and type of retail stores, retail employes and payroll, employes in manufacturing, service, government and other categories, office hours and factory shifts are covered in a booklet available from KIRO-TV, covering the Seattle-Tacoma area.

3717. *Seattle Brand Preferences.*
A consumer preference study issued by the *Seattle Times* gives answers to 230 questions on brand preferences, family characteristics and shopping habits in the Seattle market.

3718. *The KHQ-TV Service Area.*
Population, households, and retail sales in total and by category are given in a folder issued by KHQ-TV, Spokane, for its area.

Available Market Data—Local

To secure copies of data listed, use the handy coupons

3719. *Spokane Vacation Habits.*
Vacation habits of Spokane families, including per cent taking vacations, number of vacations taken, length, month started, size of party, transportation used, miles travelled, amount spent, places visited and accommodations, are covered in an 18-page brochure of the *Spokesman-Review* and *Spokane Daily Chronicle.*

3720. *The Spokane Market.*
A plastic-bound booklet issued by the *Spokesman-Review* and *Spokane Daily Chronicle* covers population, households, categories of retail trade, income and test market data for the trade area.

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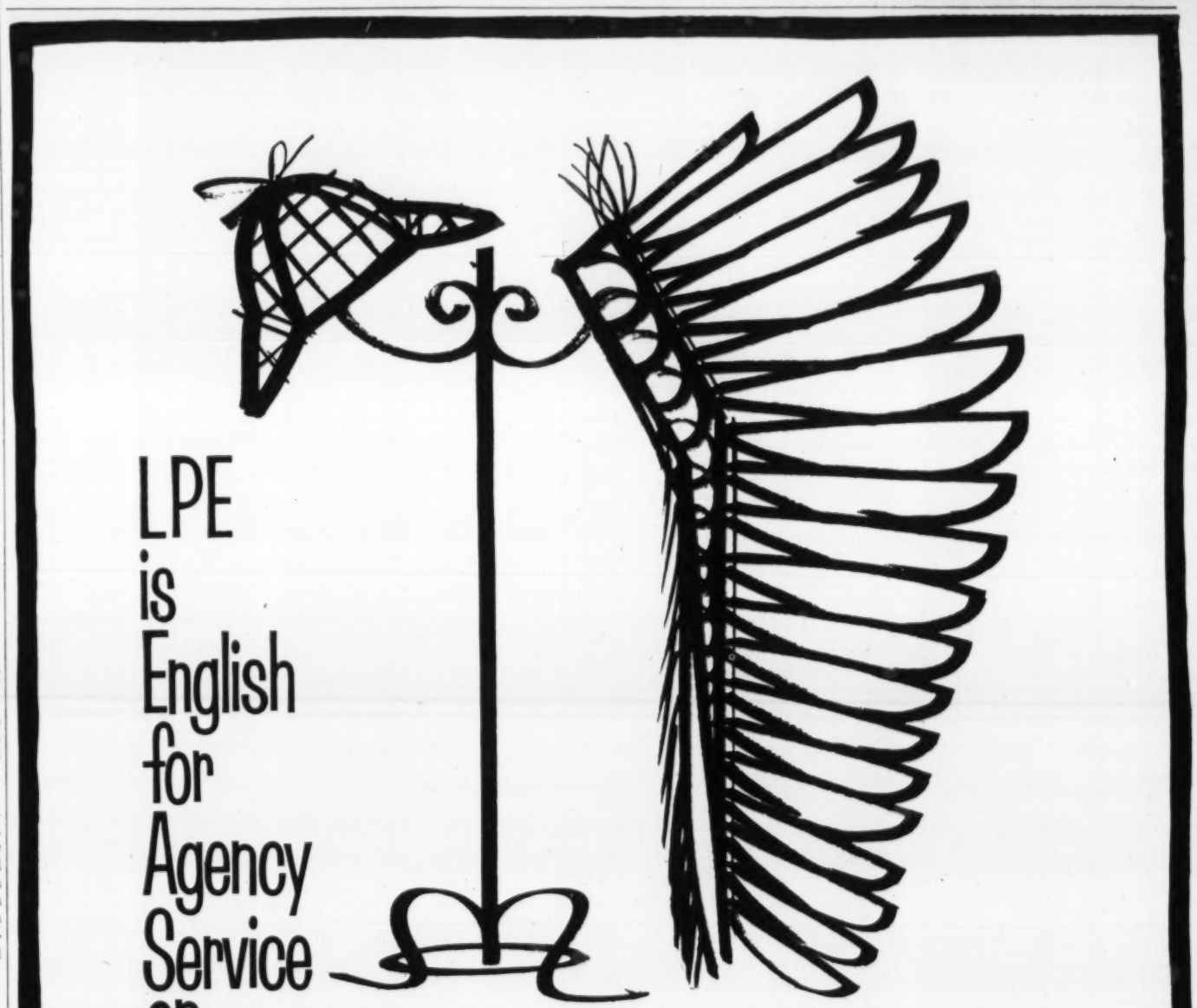

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3721. *Meet Out-of-Town Shoppers.*
A folder issued by the *Spokesman-Review* and *Spokane Daily Chronicle* surveys out-of-town shoppers, frequency of their shopping, amounts spent and items purchased.

No. 4020. *KREM-TV, Spokane.*
Population, income and sales data are included on a fact sheet from KREM-TV, Spokane.

WEST VIRGINIA

3194. *The Charleston Market.*
Population, retail sales, labor force and industrial activities for the Charleston area are detailed in a folder offered by radio station WKAZ, Charleston.

3195. *Fairmont Data.*
Population, employment, industry and education in Fairmont and Marion County are included in material from WJPB-TV, Fairmont.

3196. *WTRF-TV Data.*
Population, spendable income, retail sales, retail outlets and industry for the Upper Ohio Valley are included in an illustrated booklet offered by WTRF-TV, Wheeling, which serves that area.

3456. *Huntington Summary.*
Population, sales and data on industry, natural resources and retail outlets, with map of the area are included in this folder issued by the *Huntington Advertiser & Herald-Dispatch.*

3457. *WHTN Data.*
WHTN, Huntington radio station, has issued a data sheet which contains coverage map and number of tv homes and retail sales in the four-state area served by the station.

3458. *Bluefield Market.*
A folder issued by the *Bluefield Telegraph & Sunset News-Observer* shows population, retail sales and mining and manufacturing data of the area.

3459. *The Wheeling Retail Market.*
A brochure published by WWVA, Wheeling radio station, shows population, food sales, number of families, auto registrations, buying income and a map of the 10-county area served.

3460. *Food Facts.*
An analysis of food chains with sales estimates of each in the Charleston city zone, plus a listing of food chains and names of officers and buyers and names of wholesalers and advertising grocers is contained in this report published by the *Charleston Gazette* and *Daily Mail.*

3461. *The WWVA Market.*
Population, income, retail sales by classification, farm families, farm income by county, state and over-all totals are contained in this booklet issued by WWVA, Wheeling.

3462. *WHLL Market.*
Data sheets, issued by WHLL, Wheeling, include business and industrial data, retail sales, buying power and population by counties of the Wheeling-Steubenville market.

3463. *New Perspectives on Charleston.*
An analysis of the three metropolitan areas in West Virginia, with comparisons of Charleston with nine other markets, including population, retail sales and employment, is presented in this booklet issued by the *Gazette* and *Daily Mail.*

3651. *WCHS Market Data Folder.*
A folder issued by WCHS-TV, Charleston, gives population, consumer sales and retail sales for the coverage area.

3722. *WCHS Coverage Area.*
A brochure issued by WCHS, Charleston radio and tv station, covers population, families, tv sets, households with tv and retail sales by county in the coverage area.

3723. *Charleston Market Facts.*
A 16-page booklet issued by the sales promotion department of Reuben H. Donnelley Corp., Washington, gives population, births, marriages, income, retail sales, dwelling units, new dwelling units, and motor vehicle registrations in the Charleston market area.

3724. *Huntington Data.*
Total retail, food, general, auto and drug sales, income, families and population in the Huntington trade area are given in a folder issued by the *Herald-Dispatch* and *Advertiser.*

WISCONSIN

3197. *Fox River Valley Data.*
WFRV-TV, Green Bay, has available a brochure covering population, effective buying income, food and drug sales and agricultural rankings for the Fox River Valley market.

3198. *WKTY Farm Brochure.*
A brochure from WKTY, La Crosse, surveys the radio station's 32-country coverage area in Wisconsin, Minnesota and Iowa. Population, households, spendable income, retail sales, farm income, farm animals and produce are covered.

3199. *Milwaukee Data.*
Population, households, retail sales, passenger car registrations, personal income, manufacturing, farm income, dwelling units, home ownership and shopping centers are covered in a booklet compiled by the *Milwaukee Journal.*

3200. *The Manitowoc Market.*
Data on retail sales, manufactured products, purchasing power and percentage of home ownership for the Manitowoc area is available from the *Manitowoc Herald-Times* and *Two Rivers Reporter.*

3201. *La Crosse Data.*
The *La Crosse Tribune's* coverage map includes retail sales of food, automobiles, general merchandise, apparel and home furnishings.

3464. *The Oshkosh Market.*
The economy of the Oshkosh market, principal industries, chain stores, retail sales and population are covered in this report published by the *Oshkosh Daily Northwestern.*

3465. *The Madison Farm Market.*
Madison Newspapers Inc. has published this folder which gives income, numbers of cattle, acreage and farm expenditures in the Madison farming area.

3466. *Milwaukee, America's 14th Market.*
Data sheets, issued by WISN, Milwaukee, list population, households, consumer income, total retail, drug, gas station, automotive and home furnishings sales, plus a summary of the Milwaukee labor force.

3467. *WSAU Coverage Facts.*
Population, employment distribution, income, total retail sales and farm population, households and income for the Wausau area are included on a data sheet issued by WSAU, Wausau radio station.

3468. *WSAU-TV Data.*
Rate card folder issued by WSAU-TV, Wausau, gives population, number of homes, total retail sales, farm population and gross farm income for the area served by the station.

3725. *Beloit-Janesville Market.*
Population, income and categories of retail sales are covered in a folder issued by the *Janesville Daily Gazette* and *Beloit Daily News.*

3758. *Eau Claire Market.*
Population and retail sales and outlets are covered in a data sheet issued by the *Eau Claire Leader* and *Telegram* for the area.

SOON TO BE PUBLISHED

3112. *Huntsville Growth.*
The *Huntsville Times* will publish by Aug. 1 a brochure containing retail sales, income and other growth data on Huntsville, Ala., and the seven-county trading area.

3113. *Oakland Data.*
The *Oakland Tribune* will publish about Sept. 1 this annual report on population, retail and sales and outlets, home building and industrial expansion, school enrollment, utilities and transportation of the metropolitan Oakland, Cal., area.

3114. *WWTV-Land Story.*
Buying habits, industrial patterns and other market data is broken down by counties and cities in the area served by WWTV, Cadillac, Mich., which will publish the report about June 1.

3325. *Kalamazoo Facts.*
Retail sales, spendable income, employment data and a list of retail outlets in the Kalamazoo, Mich., retail zone is included in a brochure to be published in July by the *Kalamazoo Gazette.*

3469. *Lynchburg Sales Analysis.*
WLVA-TV, Lynchburg, will publish before September a breakdown by county of population, families and retail sales within its coverage area.

3606. *Minnesota Cigaret Survey.*
This survey, to be published in September by the *Minneapolis Star* and *Tribune*, gives the percentage of Minnesota smokers, their favorite brands, their preference for king-size and filter brands and the number of cigarets smoked per day. It includes separate breakdowns for men and women.

3607. *Minnesota Homemaker Study No. 12.*
An annual home-interview study of products on hand and in use in Minnesota homes with particular emphasis on Minneapolis and Hennepin County. It will be issued by the *Minneapolis Star* and *Tribune* in September.

3608. *Minnesota Car Owner-Operators.*
Car ownership by make and model, new and used car purchase plans, second car purchase plans, brand loyalty, financing, small car purchase plans and likes and dislikes of new cars are among the data in this study to be published in September by *Minneapolis Star* and *Tribune.*

3609. *Virginia County Facts.*
Retail sales, population, families, buying income and numbers of cars, radios, refrigerators and other appliances will be included in a breakdown of Virginia counties in this brochure to be issued in May by Reuben H. Donnelley Corp., Washington.

3610. *West Virginia Facts.*
Retail sales, population, buying income, families, and cars and appliances owned in a breakdown of West Virginia counties will be included in this report to be published in June or July by Reuben H. Donnelley Corp.

3567. *KTIV Data.*
This station, KTIV, Sioux City, Ia., is preparing new market data—covering population, income, retail sales, etc.—for publication soon.

3688. *Paris, Tenn., Data.*
The *Paris Post Intelligencer* will publish about May 11 a folder with family data, retail sales and facts on industries in the Paris market.

3689. *Springfield, Tenn., Market.*
The *Springfield Herald* will publish about May 11 a folder with retail sales, family data and facts on industries in the Springfield market.

3690. *Waverly, Tenn., Data.*
The *Waverly News-Democrat* will issue about May 22 a folder with defining family statistics, retail sales and industries in the Waverly area.

3691. *Houston Shopping Center Report.*
The *Houston Chronicle* will publish this summer a report containing all of the Houston, Tex., major shopping centers with name, location, gross building area, number of parking spaces, number and type of retail establishments and maps of the trade area. The price has not yet been determined.

3715. *The Spokane Market.*
Population, income, retail sales and new construction figures are included in a booklet to be published next Sept. 1 by the *Spokesman-Review* and *Spokane Daily Chronicle* (Wash.).

3716. *Spokane Retail Sales.*
A series of folders to be issued by the *Spokesman-Review* and *Spokane Daily Chronicle*, beginning May 15, will cover sales for various store classifications in the Spokane trade area.

3726. *Lexington, Ky., Data.*
Population, retail sales, and grocery and drug outlets in Lexington will be listed in a brochure to be published in June by the Katz Agency, New York.

3727. *Lynn, Mass., Data.*
Population, retail sales, and grocery and drug outlets in the Lynn trade area will be listed in a brochure to be published in June by the Katz Agency.

3728. *Flint, Mich., Market Information.*
A folder to be revised next September by the *Flint Journal* will cover population, households, home owners, electric and gas meters and telephones in the Flint area.

3729. *Wilmington, N. C., Data.*
Population, total retail outlets, households, income and retail sales for the eight-county trade area will be covered in a booklet to be published in June by Star-News Newspapers, Wilmington.

3730. *Scranton, Pa., Grocery Outlets.*
Scranton grocery outlets, major chains, local chains, voluntary co-ops and associated stores, and number of stores in each group, will be given in a bulletin to be published in June by the *Scranton Times.*

3731. *El Paso, Tex., Data.*
Population, families and retail sales by category will be given for 24 counties of West Texas and southern New Mexico in a brochure to be published in June by the *El Paso Times* and *Herald Post.*

3732. *Newport News-Hampton, Va., Data.*
Population, family units, income, retail sales and outlets, and employment in the Newport News and Hampton market will be covered in a brochure to be published about July 1 by the *Daily Press* and *Times-Herald.*

3733. *Washington Liquor Sales.*
Washington liquor sales by category for the state and for major counties, and an analysis of bar sales vs. package sales, will be included in a report to be issued next September by the *Seattle Times.*

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3734. *Washington Data.*
A brochure to be issued in August by the *Seattle Times* will give population, retail sales and retail outlets by county in the state of Washington.

3760. *Shreveport, La., Data.*
Sales volume by counties, and number of retail and wholesale establishments, are given for the area in a brochure to be published by July 15 by the *Shreveport Times* and *Journal.*

ROUTE LISTS

NOTE: Most items are available without charge, but not all. Those requesting material which bears a price will be billed at the stated price by the publishers.

6000. Grocery list, retail, wholesale; chain store headquarters and personnel, for the Little Rock area. Published by the *Arkansas Democrat.*

6001. Drug list, retail stores, and wholesale names and personnel, Little Rock area. Published by the *Arkansas Democrat.*

6002. Grocery list—all chain and independent outlets in the St. Petersburg, Fla., area. Issued by the *St. Petersburg Times.*

6003. Drug list—retail outlets in Augusta, Ga., area. Issued by the *Augusta Chronicle* and *Herald.*

6004. Grocery list, covering retail outlets in the Augusta, Ga., area. Issued by the *Augusta Chronicle* and *Herald.*

6005. Grocery and drug list, Macon, Ga., issued by the *Macon Telegraph* and *News.*

6006. Salesman's route list, including drug and food stores in 75 Kansas counties representing coverage of the *Hutchinson News, Salina Journal, Ottawa Herald, Chanute Tribune.* Includes estimates of population, retail food and drug sales. Issued by the *Hutchinson News.*

6007. Grocery and drug list of routes in and near Fort Wayne, Ind. Also lists department stores and offers market facts about Fort Wayne. Published by the *News-Sentinel* and *Journal Gazette.*

6008. Grocery, drug, hardware and variety store route list for South Bend and Mishawaka, Ind., metropolitan areas. Also includes wholesalers in many fields. Issued by the *South Bend Tribune.*

6009. Grocery list, Monroe, La., trade area—wholesale and retail—issued by the *Monroe News-Star* and *Monroe Morning World.*

6010. Grocery list, Shreveport, La., issued by the *Shreveport Times* and *Journal.*

6011. Drug list, Shreveport, La., issued by the *Shreveport Times* and *Journal.*

6012. This grocery list, issued by the *Daily Star,* Niles, Mich., includes a map of the city, historical background and market facts about the area.

6013. Grocery and drug list, Springfield, Mo., trade area. Issued by the *Springfield News* and *Leader & Press.*

6014. Grocery and drug list, Lincoln, Neb. Issued by the *Lincoln Journal* and *Star.*

6015. List of Broome County, N.Y., liquor and beer licensees for 1958-59, including business name, serial and license number, location, and type of license. Issued by the *Binghamton Sun.* Price is $2.75.

6016. Grocery list, wholesale and retail, with chain store offices and jobbers, Raleigh, N.C. Issued by the *Raleigh News* and *Observer-Times.*

6017. Drug list, Wilmington, N. C., trade area. Issued by the Star-News Newspapers, Wilmington.

6018. Grocery list—retail outlets in the Wilmington, N.C., area. Issued by the Star-News Newspapers, Wilmington.

6019. Drug list, Fargo, N.D., and Moorhead, Minn. Published by the *Fargo Forum* and *Moorhead News.*

Available Market Data—Local

To secure copies of data listed, use the handy coupons

6020. Grocery list for Fargo and Southwest Fargo, N.D., and Moorhead and Dilworth, Minn. Issued by the *Fargo Forum* and *Moorhead News.*

6021. Grocers list covering eight northwest North Carolina counties. Issued by the *Winston-Salem Journal* and *Sentinel.*

6022. Drug list, Winston-Salem, N.C., trade area. Issued by the *Winston-Salem Journal* and *Sentinel.*

6023. Routed directory of groceries, drug stores, restaurants, confectionery stores, brokers and wholesalers in Winston-Salem, N.C., and surrounding area. Issued by the *Winston-Salem Journal* and *Sentinel.*

6024. General route map, Dayton, O., giving locations of shopping centers and indicating food stores—chains and independents—in the metropolitan area. Issued by the *Dayton Daily News* and *Journal Herald.*

6025. Grocery and drug list, Muskogee, Okla. Wholesale and retail outlets and beer permit holders. Offered by the Branham Co., New York.

6026. Grocery list, Tulsa, Okla.—

SPEED

When it's hours instead of days, or days instead of weeks, Screen Process can do it.

Put Punch in Point-of-Purchase

SOMETHING MISSING

...LIKE CALIFORNIA *WITHOUT* THE BILLION-DOLLAR VALLEY OF THE BEES

✓ Actually, total effective buying income of more than $2.9 billion

✓ More effective buying income than Arizona and New Mexico combined

✓ Not covered by San Francisco and Los Angeles newspapers

The Valley of the Bees is like a state within a state, living well without regard for the seacoast. And it's bigger economically than many other states. To reach this geographical unity, use the Bees. They go home in Inland California.

Data source: Sales Management's 1958 Copyrighted Survey

- THE SACRAMENTO BEE
- THE MODESTO BEE
- THE FRESNO BEE

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NATIONAL REPRESENTATIVES... O'MARA & ORMSBEE

McClatchy gives national advertisers three types of discounts... bulk, frequency and a combined bulk-frequency. Check O'Mara & Ormsbee for details.

Available Market Data—Local

To secure copies of data listed, use the handy coupons

chains and independents. Issued by the *Tulsa World* and *Tribune*.

6027. Grocery list, Nashville, Tenn., covering wholesale, retail and chain outlets in the Nashville trading area. Issued by the *Nashville Banner* and *Tennessean*.

6028. Drug list, Nashville, Tenn., covering all wholesale and retail drug outlets. Issued by the *Nashville Banner* and *Tennessean*.

6029. Grocery and drug list, metropolitan Fort Worth, Tex. Covers chains, independents, wholesalers, advertisers, number of stores and route map. Issued by the *Fort Worth Star-Telegram*.

6030. Grocery list, chains and independents, for Houston, Tex. Issued by the *Houston Chronicle*.

6031. Drug list, chain and independent stores, Houston, Tex. Issued by the *Houston Chronicle*.

6032. Grocery list, San Antonio, Tex. Lists retail and wholesale grocers, corporate chain headquarters, distributors, brokers. Issued by the *San Antonio Express* and *News*.

6033. Drug list, San Antonio, Tex., covering chain and independent outlets in the San Antonio trade area. Issued by the *San Antonio Express* and *News*.

6034. Grocery list for the Fond du Lac, Wis., trade area, with data on population, retail sales, farms, etc. Issued by the *Fond du Lac Commonwealth Reporter*.

6035. Food store list, Madison, Wis., with fold-out map showing routing overprinted. Includes estimate of store size and transportation facilities, major buying offices, etc. Issued by Madison Newspapers Inc.

6037. List of drug and grocery stores in the four-state Salt Lake Intermountain market—Utah, Idaho, Wyoming and Nevada—by routes. Issued by the Newspaper Agency Corp., Salt Lake City.

6038. List of LaCrosse, Wis., wholesalers and retailers—foods, drugs, department, variety, clothing, children's and women's stores. Includes hardware, cleaners, laundries, jewelers, taverns, clubs and other groups. Issued by the *LaCrosse Tribune*.

6039. Grocery list for Flint, Mich. Issued by the *Flint Journal*.

6042. Retail drug list, Washington, D.C. Published by the *Washington Post* and *Times Herald*.

6043. Retail grocery list—food stores and supermarkets, Washington, D. C. Issued by the *Washington Post* and *Times Herald*.

6044. Hardware list—retail stores and paint outlets in the Washington, D. C., metropolitan area. Issued by the *Washington Post* and *Times Herald*.

6045. Drug list, metropolitan Louisville (including Louisville, Ky., and New Albany and Jeffersonville, Ind.). Wholesale and retail outlets are keyed by variety of items handled, size of stock. Routed by streets. Issued by the *Courier-Journal* and *Louisville Times*. Price is 50¢.

6046. Food dealers list, Louisville, Ky., New Albany, Clarksville and Jeffersonville areas. Routed by street address. Price is $1. Issued by the *Courier-Journal* and *Louisville Times*.

6047. Grocery and drug list, Terre Haute, Ind., trade area; retailers, jobbers and wholesalers and their buyers. Issued by the *Terre Haute Tribune-Star*.

6048. Drug list, Baton Rouge, La., metropolitan area. Retail outlets including map. Issued by the *Baton Rouge State-Times & Morning Advocate*.

6049. Grocery list, Baton Rouge, La., metropolitan area. Includes maps of each route. Issued by the *Baton Rouge State-Times & Morning Advocate*.

6050. Food and grocery directory, Philadelphia area. Not strictly a route list, but a handy reference to chains, supers, voluntary groups, wholesalers, institutional supply houses and others in the area. Issued by the *Philadelphia Bulletin*.

6051. Route list of liquor permit holders, Akron trade area. Published by the *Akron Beacon Journal*. Price 50¢.

6052. Grocery list, Akron trade area. Published by the *Akron Beacon Journal*. Price 50¢.

6053. Drug list, Akron, O., trade area. Published by the *Akron Beacon Journal*. Price 25¢.

6054. Outstate grocery list, by state and town, of 2,180 grocers in a 103-county area of Nebraska and western Iowa, with 42 wholesale grocers. Issued by the *Omaha World-Herald*.

6055. List of 160 Omaha, Neb., and Council Bluffs, Ia., drug and variety stores and 656 Nebraska and western Iowa druggists, including major wholesalers and chain outlets. Issued by the *Omaha World Herald*.

6056. Retail grocery list of 328 Omaha, Neb., 80 Council Bluffs, Ia., retail grocers, chain personnel, wholesalers, brokers, and manufacturers. Issued by the *Omaha World-Herald*.

6057. Retail liquor dealers and wholesale distributors, rail and motor carriers in Omaha and outstate Nebraska, with addresses and license classes. Issued by the *Omaha World Herald*.

6058. Liquor list of stores and taverns in the Ohio Department of Liquor Control District "A". Taverns are listed by areas and types of liquor permits held are shown. Issued by the *Cincinnati Enquirer*.

6059. Drug store list, covering chains and independents in the 14-county Philadelphia retail trade area—by route and by county. Can be used as mailing list, also. Free to advertisers; $1.50 to non-advertisers. Published by the *Philadelphia Inquirer*.

6060. Liquor and malt beverage licensees list, suburban Philadelphia. Covers counties of Bucks, Chester, Delaware and Montgomery; lists liquor and malt beverage licensees separately, noting clubs and establishments holding amusement permits. Issued by the *Philadelphia Inquirer*; free to advertisers, $1 to non-advertisers.

6061. Grocery, meat and drug store list, Janesville, Wis., city zone market. Issued by the *Janesville Gazette*.

6062. Grocery list, Dallas County, Tex. Issued by the *Dallas Times-Herald*.

6063. Grocery list, Norfolk-Portsmouth metropolitan area. Includes food brokers, wholesalers, ship chandlers, specialty houses, wagon jobbers, chains and cooperatives. Issued by the *Norfolk Virginian-Pilot* and *Ledger-Star*.

6064. Drug and confectionery store list, Norfolk-Portsmouth, Va., metropolitan area. Issued by the *Portsmouth Virginian-Pilot* and *Ledger-Star*.

Use the Coupons in Requesting Data

6065. Grocery and drug list of outlets by areas, Lima, O. Issued by the *Lima Ohio Citizen*.

6066. Grocery, drug, hardware and variety store list, Wichita, Kan., by areas. Issued by the *Wichita Beacon*.

6067. Grocery list, with drug outlets—by areas—for Eau Claire, Wis. Issued by the *Eau Claire Leader* and *Daily Telegram*.

6068. Food and drug outlets, Austin, Minn., trade area. Issued by the *Austin Daily Herald*.

6069. Bluebook of the Iowa Grocery Market is the title of a booklet covering the Iowa grocery market. It lists wholesale and retail grocers by cities, throughout the state. Issued by the *Des Moines Register* and *Tribune*.

6080. Food outlet list, divided by routes and with directions for locating each. Covers the Mansfield, O., trading area. Issued by the *Mansfield News-Journal*.

6081. Grocery and drug list, with each outlet keyed to show type (independent supermarket, chain supermarket, variety store, etc.), for Manchester, N.H. Published by the *Manchester Union-Leader*.

6082. Drug Store List, Denver. Lists wholesale drug and sundries outlets, co-op buying groups, local and national chains and independent drug outlets in Denver and surrounding area. Issued by the *Denver Post*.

6083. Grocery Route List, Denver. Lists 300 independent and chain grocery outlets. Issued by the *Denver Post*.

SOON TO BE PUBLISHED

6040. Drug list for Flint, Mich. New listing to be published in June by the *Flint Journal*.

6041. List of wholesale and retail grocers, druggists, beer permit holders and department stores, Cedar Rapids, Ia., and 16-county area. To be issued June 1 by the *Cedar Rapids Gazette*.

6075. Ready for June 1 publication is a grocery list covering 345 grocers in the Shreveport, La., city zone. Also listed will be food brokers, wholesalers, co-ops, chains, etc. To be published by the *Shreveport Times* and *Journal*.

6076. Retail and wholesale drug list, Shreveport, La. To be published July 1 by the *Shreveport Times* and *Journal*.

CANADIAN MARKETS

NOTE: Most items listed here are available without charge, but not all. Those requesting material which bears a price will be billed by the publishers.

5000. *The Sales Approach to the Canadian Catholic Institutional Market.*

A folder offered by *Canadian Catholic Institutions* describes the Canadian Catholic institutional market in terms of its chain of command, terminology, diocesan operations, parish operations, and religious orders or communities.

5001. *Market Data on the City of Hamilton.*

Population, families, households, official languages, racial extraction, net effective buying income, major employers, retail trade, number of telephones, automobile ownership and other pertinent statistics are given in a folder prepared by the *Hamilton Spectator* for this Ontario city.

5002. *Standard Market Data for Ottawa.*

The *Ottawa Journal* will provide this data folder on its market including population, employment, retail trade, home ownership, occupational categories, leading manufacturers, agricultural characteristics, and other statistics relative to the Canadian capital.

5003. *The Building Industry in French Canada.*

A market and media file offered by *Architecture-Batiment-Construction*, Montreal French-language publication, provides volume of construction figures for the province of Quebec over the past decade and a breakdown of construction by type for 1955, 1956 and 1957.

5004. *Building Report*, 1957-58.

This offering from *Le Fournisseur des Institutions Religieuses*, Montreal, lists all the religious institutions, schools, hospitals, colleges, convents, etc., that have been built in French Canada from July 1, 1957, to June 30, 1958, and provides general information about the Canadian religious institutional market.

5005. *Market Data on the City of Winnipeg.*

Information on population, families and households, buying means and retail sales, employment and major employers, and other categories of interest to advertisers is given in this folder published by the *Winnipeg Tribune*, Manitoba.

5006. *Transportation Serving the Eastern Townships.*

A pamphlet published by the *Daily Record*, Sherbrooke, Quebec, lists all means of transportation serving that market area.

5007. *What's Cookin' in Chatham-Kent?*

Published just last month, this booklet describes manufacturing, population, assessments, effective buying power and retail sales, in addition to social, religious, recreational and cultural characteristics of residents of the Chatham-Kent market of Ontario. It is offered by the *Chatham Daily News*.

5015. *Are You Getting Your Full Share of the Industrial Oil and Grease Lubrication Market?*

Canadian Industrial Equipment News has released this appraisal of the industrial oil and grease lubrication market, with estimated dollar values and a review of users.

5016. *Canada's Food and Beverage Industries.*

Canadian Food Industries has prepared this folder on the food and beverage industries and their relation to total industrial output. It details actual and estimated gross product 1940-80, with expenditure data and trends.

5017. *Industrial Market Data.*

These three market data sheets give the size, number of plants, estimated value of factory shipments in 1959 for all Canadian manufacturers, intended expenditures for plant, machinery and equipment, by provinces and industries; with comparisons against 1958 actuals. From *Canadian Industrial Equipment News*.

5018. *Mining—1958 Review and Forecast for 1959.*

This review and forecast of the

2 STATES
2 COUNTIES
ONE
"METROPOLITAN"
MARKET!

(Largest between Minneapolis and Spokane.)

Don't split this important "metropolitan" market because of a state-river boundary! Only this technicality prevents the Fargo — Moorhead 2-county area from being listed as a "standard" metropolitan market. We live and buy as ONE big community, with 104,500 people in the 2-county area, 277,100 in the big retail trading zone. And The Forum-News delivers almost 100% coverage *where* you want it, compared with only 8% by any Minneapolis daily!

Represented by Kelly-Smith Company

THE FARGO FORUM
Moorhead News
Largest circulation in North Dakota and western Minnesota

Canadian mining and metallurgical industries contains a summary of economic and development conditions, by metals and individual company plans for 1959 and later; detailed by mines and their provincial location. Published by *Canadian Mining Journal*.

5019. *Canadian Oil and Gas Industries' Market and Media Data Kit.*

This kit includes statistics on the Canadian natural gas and petroleum market, with details on the long-term potential for the industry and its suppliers. Available from *Canadian Oil & Gas Industries*.

5020. 1958-59 *Market and Medium Facts—Canadian Printer & Publisher.*

Details of Canada's graphic arts market, present and potential, are presented in this folder issued by the *Canadian Printer & Publisher.*

5021. *Selling Office Equipment to the Medical Profession.*

This survey was conducted by *The Canadian Doctor* to determine planned purchases of office equipment and furniture. The results show the potential for this type of equipment in the medical field.

5022. *Concerning Matters Monetary and the Canadian Medical Profession.*

The Canadian Doctor presents survey findings as to the number of Canadian doctors now without retirement and financial plans. The data, classified by type of practice and age group, indicates the market for insurance and investments.

5023. *Selling Medical Equipment to the Medical Profession.*

Based on the results of a national survey, this report on the medical equipment market in Canada gives figures on the type and number of units now owned and purchases planned by Canadian doctors. Published by *The Canadian Doctor*.

5024. *What's Ahead for Canada's Marine Industries?*

This report on maritime developments in Canada and their effect on shipbuilding and allied industries is published by *Canadian Shipping and Marine Engineering News*.

5025. 1959 *Report on Canada's Power Market.*

Data on the present size and capacity of the power industry and plans for the next ten years are presented in this folder prepared by *Modern Power and Engineering*.

5026. *Canada's Electrical Construction and Maintenance Market.*

Based on data from the Royal Commission Report on Canada's Economic Prospects, this report describes the market potential for residential, commercial and industrial electrical products. Published by *Electrical Contractor & Maintenance Supervisor*.

5027. *Canada's Packaging Market.*

Dominion Bureau of Statistics reports on packaging production by classification, use and cost by industry, exports and imports have been tabulated for this brochure by *Canadian Packaging*.

5028. 1958-59 *Market—Canadian Hotel Review & Restaurant.*

Current information on the sales volume of Canada's hotels and restaurant business and prospects for the future of this market are given in a folder prepared by *Canadian Hotel Review & Restaurant*.

5029. *Basic Electronic Market.*

A description of Canada's present market for electronic products, and predictions for its future are included in this folder offered by *Canadian Electronics Engineering*.

5030. *Heating & Plumbing Engineer's 1959 Market and Media Data.*

A four-page folder giving information on Canada's construction industry and its sales potential for automatic heating, plumbing and air-conditioning manufacturers. Available from *Heating & Plumbing Engineer*.

5031. *Canada's Metalworking Market.*

This 12-page booklet gives data on Canadian metalworking industries; production by industry; cost of materials; imports of machine tools, and related equipment and materials. Published by *Canadian Machinery*.

5032. 1959 *Market and Media Data —Office Equipment & Methods.*

In this six-page brochure is an outline of office equipment and supplies purchasing by Canada's office market. Also includes information on reader buying power on *Office Equipment & Methods*.

5033. 1958-59 *Market and Media Facts—Canadian Packaging.*

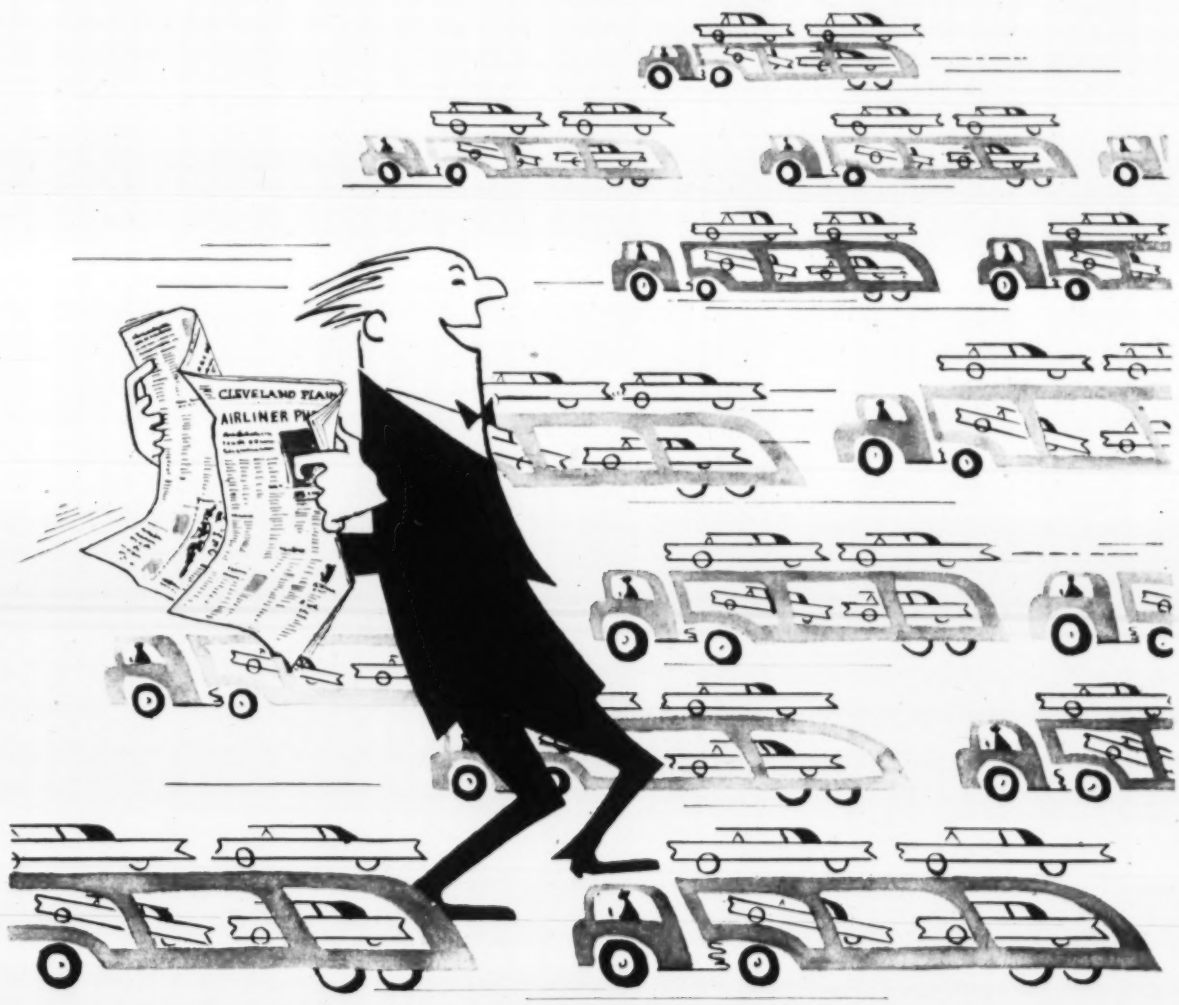
Facts on Canada's packaging market, the use of machinery, products and services, production volume and cost are offered in this folder by *Canadian Packaging*.

5034. *Canadian Public Feeding & Housing Field.*

Compiled annually by *Canadian Hotel Review & Restaurant*, this 22-page report gives facts on hotels, motels, hospitals; their num-

Available Market Data—Canadian

To secure copies of data listed, use the handy coupons



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SELL MORE OF IT IN THE Plain Dealer Market
THAN IN ANY ONE OF 36 ENTIRE STATES

THE ONLY CLEVELAND
NEWSPAPER THAT SELLS
THE CITY AND
26 ADJACENT COUNTIES

RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES*

COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	$2,336,394	$2,030,071	$4,366,465
Retail Food Sales	589,775	510,796	1,100,571
Retail Drug Sales	88,498	55,405	143,903
Automotive	435,242	430,796	866,038
Gas Stations	146,580	176,027	322,607
Furniture, Household Appliances	125,120	104,022	229,142

(Source, Sales Management Survey of Buying Power, May 10, 1958)

*Akron, Canton and Youngstown's Counties are not included in above Sales.

The Cleveland PLAIN DEALER

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network.

Available Market Data—Canadian

To secure copies of data listed, use the handy coupons

ber, sales, expenditures and other information pertinent to Canada's public feeding and housing market.

5035. *Census of Canada's Metalworking Production Equipment.*
This is *Canadian Machinery's* census of metalworking production equipment, showing where machine tools, metalforming machines and related shop units are at work, how many there are and how old they are. Price is $2 per copy.

5036. *Canada's Boxmaking and Converting Market.*
In this report *Canadian Packaging* offers Dominion Bureau of Statistics figures on production, employment and purchases of Canada's boxmaking and converting market.

5037. *First Survey of Motels Across Canada.*
Data supplied by ten Canadian provinces are summarized in this report on the number, size, characteristics, expenditures and receipts of Canadian motels. Published by the *Canadian Hotel Review & Restaurant.*

5038. *Fingertip Facts (Lethbridge and Southern Alberta 1958).*
This booklet contains data on Southern Alberta's diversified interests including agriculture, manufacturing, coal, oil, gas, irrigation, bank clearings, building permits, weather, retail sales and passenger car registrations. From the Lethbridge Herald Co.

5039. *Market Profile of Galt.*
Population, households, retail outlets, buying power, sales and other market data are presented in this folder which is available from the *Evening Reporter.*

5040. *Market Map of Canada.*
A wall map of Canada with population and industrial production data by provinces and major cities has been prepared by *Chatelaine.*

5041. *Canadian Market Data.*
This pamphlet gives gross national product figures and retail sales 1951-58; retail trade by classifications; personal expenditures and disposable income 1951-57; construction; population growth in comparison with U.S.; marriages and births projected to 1890. Published by *Chatelaine.*

5042. *Audience Characteristics of the New Chatelaine.*
This study contains an analysis of the social and economic characteristics of the readers of the merged *Chatelaine* and *Canadian Home Journal,* with details on how they spend their money. Published by *Chatelaine.*

5043. *An Analysis of Canada's Seventh Newspaper Market.*
Statistics on population, net buying income, retail sales by classification, manufacturing establishments and farming are presented in this brochure on London and its seven-county retail trading zone. Available from the *London Free Press.*

5044. *Facts About Halifax.*
A summary of statistical information about Nova Scotia's population, earnings, production and expenditures, with detailed data for Halifax and Dartmouth. Offered with a circulation map by the *Halifax Herald.*

5045. *Continuing Market Information.*
Market and census information with special emphasis on the Canadian farm and rural market. Deals with farm income, livestock, implement and equipment sales, population and farms by census divisions. Published by *The Country Guide.*

5046. *Five Maps Showing Canada's Five Main Market Regions.*
Maps of the five main market regions are subdivided by census divisions and counties, showing the number of farms in each division. Can be related to data in "Continuing Market Information," also published by *The Country Guide.*

5047. *A Map of Retail Sales in Canada.*
A map shows the proportionate retail sales of each county of the ten provinces of Canada, and the coverage of this market by *Weekend* and its French language edition.

5048. *Facts and Figures Pertaining to Canada's Farm Market.*
A presentation containing figures on cash income of Canadian farmers by provinces and sources, together with basic farm information from Census data and other releases of the Dominion Bureau of Statistics. From the *Farmer's Advocate.*

5049. *The Edmonton Market.*
This monthly review of current developments in construction, oil and other industries in Alberta is offered by the *Edmonton Journal.*

5050. *The Southam Newspapers Market.*
This market analysis includes background economic data and information on the changes in the retailing business in Edmonton. It also includes a separate booklet for each of six other Southam markets in Canada. Published by the *Edmonton Journal.*

5051. *What's Your Rating?*
Information on population, households, wholesale and retail sales, livestock marketing, building permits, vehicle registrations and natural gas expenditures is included in this folder available from the *Edmonton Journal.*

5052. *Canadian Markets.*
A monthly magazine which reports on current economic and business developments in the sixty principal market areas of Canada. The June issue provides an annual summary for basic market data for these areas. Price: $3 a year from Canadian Daily Newspaper Publishers Association.

5053. *A Guide to Selling in Canada's Mass Feeding & Housing Field.*
A brief survey of Canada identifying the main industrial areas and buying centers, with information helpful to U.S. manufacturers interested in selling to the institutional market in Canada. Published by *Restaurants & Institutions.*

5054. *Mass Feeding & Housing in Canada.*
Statistics on sales and purchases, new construction, and indices of future development demonstrate the market for food products, service equipment, furnishings, maintenance products and equipment in Canada. Published by *Restaurants & Institutions.*

5055. *The Market Reached by Outdoor Advertising in the Hamilton Area.*
A description of the geographical area, population, retail sales, automobile registrations and suburban areas is given in this brochure published by E. L. Ruddy Co.

5056. *Presenting Canada's Newest Major Markets.*
Data on population, retail sales and automobile registrations in the St. Catharines-Niagara Falls center show the trade pattern of this area. Published by Gould Leslie Ltd.

Oscar Smiel, Intaglio's Vice President in Charge of Manufacturing

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5057. *Television Redbook.*
Information on 19 market areas in eight Canadian provinces, and the coverage of these markets by All-Canada Television stations is offered in this binder by All-Canada Radio & Television Ltd.

5058. *Five Maps Showing Canada's Five Main Market Regions.*
A booklet containing maps showing Canada's five main market regions outlining counties or census divisions, the number of farms and circulation of the *Country Guide* in each county or district.

5059. *A Report on Chain Saws.*
This market study, based on pulpwood cutting operations, estimates the number of chain saw units that will be required by the Canadian pulp and paper industry in the near future. Published by *Pulp & Paper Magazine* of Canada.

5060. *Box Score of Drilling in Canada's Oil and Gas Fields.*
This is the 9th annual cross-Canada tabulation of all exploratory and development drilling in 1958. It includes maps, tables, summaries and reports on many facets of the Canadian oil and gas industry. From *Canadian Oil & Gas Industries.*

5061. *Are You Getting Your Share of the $65,000,000 Materials Handling Market?*
A study of the Canadian materials handling market, this brochure includes domestic and import breakdowns, dollar values, types of equipment and the industries concerned, along with merchandising information. Published by *Canadian Industrial Equipment News.*

5062. *Location Map of Canada's Pulp and Paper Mills.*
The map pinpoints Canada's 141 pulp and paper mills on a 24x13" map. It also lists operating companies by province and town of mill location. From *Pulp & Paper Magazine of Canada.*

5063. *Industry and Media Data Kit, Pulp & Paper Magazine of Canada.*
This kit contains a description of the Canadian pulp and paper industry, present and future, with figures on production values, employe and mill statistics, capital, repair and maintenance dollar expenditures. Published by *Pulp & Paper Magazine of Canada.*

5064. *$5,000,000 Worth of Truck Tires that take the Toughest Beating in Canada!*
A study of the tire market in the Canadian pulp and paper industry, with data on number of tires, total annual mileage covered, seasonal concentration and related problems and estimates of future growth, has been compiled by *Pulp & Paper Magazine of Canada.*

5065. *The Big Truck Market in the Pulp and Paper Industry.*
This study of the commercial vehicle market in the pulp and paper industry gives figures on number of trucks in relation to volume of pulpwood cut from 1951 to 1957 and estimates to 1961; with breakdowns by vehicle capacities, company or contractor ownership; and replacements and parts required by the industry. Published by *Pulp & Paper Magazine of Canada.*

5066. *Canadian Grocer Media and Market Data for 1959.*
This analysis of the Canadian food store market shows the rate of growth and breakdown of sales by chains and independents by provinces, as well as circulation information on the *Canadian Grocer.*

5067. *Valley of Progress, Greater New Westminster Market Report.*
Data on construction, sales, automobile registrations and banking transactions are given in this folder on the New Westminster area by the *British Columbian.*

5080. *Canadian Farm Facts.*
Canadian farm production, farm population and income, and farm ownership are covered, and compared with urban data, in a brochure published by the Agricultural Press Assn. of Canada.

5081. *Canada's Hardware Markets.*
A breakdown of Canadian hardware sales estimates, by product group, plus data on hardware trends, are included in a booklet published by *Hardware & Metal* and *Appliance Dealer.*

5082. *Census of Canada's Metalworking Production Equipment.*
A survey of Canada's manufacturing plants to determine the number and age of metalworking production equipment is reported in a booklet issued by *Canadian Machinery & Mfg. News.*

5083. *Life Insurance Survey.*
A survey of types and amounts of life insurance coverage among readers of *Maclean's*, and attitudes toward life insurance, is presented in a booklet published by the magazine.

5084. *The Canadian People and their Market.*
Population, retail sales, expenditures and immigration in Canada are covered in a booklet by Maclean-Hunter Publishing Co.

5085. *Canadian Shoppers in Self-Service Food Stores.*
A national survey of shoppers in self service food stores, showing impulse buying habits, reasons for brand preferences, and use of

Available Market Data—Canadian

To secure copies of data listed, use the handy coupons

Ad Agency Plus Direct Mail
More than Direct Mail Specialists—also a fully accredited ad agency. A combined service which correlates both. Phone HA 7-9187 or write on your letterhead.
"That Fellow Bott"
Leo P. Bott, Jr., 64 E. Jackson, Chicago

Best Basic Buy

IN WEST VIRGINIA IS

THE CHARLESTON NEWSPAPERS

CHARLESTON'S newspapers, published at West Virginia's State and Industrial Capital, are ideally situated by geography and coverage to sell the heart and core of West Virginia.

That's why we say they are the "Best Basic Buy" for any advertiser who seeks to sell his goods or services to West Virginians.

Geographically, with Charleston located in south central West Virginia, virtually every merchandisable copy of The Gazette and Daily Mail reaches a West Virginia consumer.

Politically, with Charleston the State Capital, these two newspapers are looked upon as the g r e a t e s t opinion-forming pair within the State. Readership is virtually a must for anyone wishing to help shape the state's affairs.

Industrially, with Charleston's Kanawha Valley one long succession of plants — chemicals, glass, power, coal and gas — there is a large, steady and constantly growing payroll.

And distribution-wise, Charleston sells and serves most of the everyday needs of the south central half of the state's population. The city also is the banking and executive headquarters for an enormous share of West Virginia's business.

Now, for the Media to cover this — West Virginia's No. 1 Market.

Surprising Facts About Charleston

MEDIA RECORDS, Feb., 1959, ranked **The Charleston Gazette** 46th in the nation among morning newspapers in volume of general advertising carried. Newspapers **The Gazette** led: Chicago **Sun Times**, Seattle **Post Intelligencer**, Buffalo **Courier Express**, Toledo **Times**, Kansas City **Times**, Nashville **Tennessean**, Milwaukee **Sentinel.**

U. S. News and World Report (Feb. '59) in its survey of business conditions listed average worker's incomes. Only 20 cities had workers earning more than $5,000 annually. Charleston topped the list of Eastern cities with $5,709, leading Pittsburgh, Wheeling, Wilmington. Other cities outstripped: Dayton, Cleveland, Tulsa, Spokane, San Francisco, Phoenix. The same survey last year showed Charleston topping the East.

Charleston is in the American Association Baseball League with Minneapolis, St. Paul, Indianapolis, Denver, Louisville, Omaha and Wichita. Although much the smallest city in the league, Charleston has ranked this way in **total attendance:** 1952 2d, 1953 3d, 1954 5th, 1955 8th, 1956 5th, 1957 8th, 1958 2d.

The Charleston Newspapers offer near-saturation coverage in wealthy, populous Charleston and Kanawha County. They have deep penetration in 22 other counties embracing upwards of 100 smaller cities and towns.

THESE areas get their papers seven days a week and the printed word awaits the reader's convenience to get the message.

Contrast this with Broadcast media. Charleston is a terrific battle ground with the logs of 9 TV stations listed as seen in some areas of our coverage. The 23 county area has 18 radio stations. All vie strenuously for audiences. Only the topmost show or program gets a fractional viewing or hearing.

Among the national magazines the top one reaches only 12% Family Coverage in Kanawha County. Even this inadequate depth grows more shallow as circulation moves toward the outlying areas.

So why gamble on electronic media with all its confusion in sight and sound? Why depend on thin national magazine circulation when the area is covered to remarkable depth by newspapers that have earned the respect and confidence of more than half the entire population of West Virginia.

Why not take Charleston's newspapers for what they are—the Best Basic Buy in West Virginia. Make them the backbone of your sales effort in this large and responsive market.

Largest Circulation — Lowest Milline in West Virginia

The Charleston Gazette Charleston Daily Mail
Sunday GAZETTE-MAIL Charleston 30, W. Va.

PUBLISHERS: NEWSPAPER AGENCY CORP.— REPRESENTATIVES: JOHNSON, KENT, GAVIN & SINDING, INC.

Available Market Data—Canadian

To secure copies of data listed, use the handy coupons

frozen foods and prepared mixes is covered in a booklet of *Maclean's*.

5086. *The Plastics Industry in Canada.*
A complete description of the size and scope of the plastics industry in Canada, including annual figures, 1947-57, on number of establishments, employes, salaries and wages and gross selling value of products, is presented in a booklet prepared by *Progressive Plastics*.

5087. *Automotive Jobber Study, 1958.*
A brochure issued by *Jobber News* presents a study of automotive wholesaler operations in Canada, covering what types of products are considered easiest to sell, brand names mentioned, number of days per month spent working with manufacturers' agents and number of manufacturers' sales meetings attended per year.

5088. *Canadian Automotive Market Data.*
A 9x11" card issued by *Canadian Automotive Trade* shows province-by-province comparisons of motor vehicle registrations with population and a breakdown of registrations of cars, trucks and busses for 1958, with a forecast for 1959.

5089. *Cangdian Wire and Cable Survey.*
Uses of wire and cable among manufacturing establishments, institutions and utilities, with identification of companies in the wire and cable field, are covered in a brochure issued by *Modern Power & Engineering*.

5090. *Essential Facts on the Canadian Market.*
A digest of the current Canadian economic picture, showing population trends, housing construction, manufacturing volume, etc., is included in a folder issued by Maclean-Hunter Publishing Co.

5091. *Canadian Public Feeding and Housing Field.*
Number of hotels, motels, hospitals and institutions in Canada, sales volume in meals sold, construction and travel data are covered in a booklet published by *Canadian Hotel Review & Restaurant*.

5092. *Reach, Influence, Sell Canada's Biggest Buyers.*
A 24-page booklet issued by the *Financial Post* breaks down circulation by job titles, business, professions, government and types of business. Data on business trips taken, extent of trips and vehicles used is included.

5093. *Tea and Coffee Survey.*
Use of tea and coffee among subscribers, instant vs. regular coffee, tea bags vs. loose-packed, and brand standings of tea and coffee are surveyed in a booklet published by Canada's *Chatelaine*.

5094. *Retail Facts.*
A bulletin issued monthly by the *Windsor Daily Star* gives monthly retail sales by product groups and a summary of trade and business of interest to retailers in Canada.

5519. *Survey of Latin American Construction Projects.*
A 120-page booklet issued by *Ingenieria Internacional Construccion* lists all construction projects of $1,000,000 or over by project, location, cost, estimated starting and completion dates, with the agency sponsoring and agency administering the project.

5520. *Reader's Digest International Survey.*
A brochure issued by *Het Breste* (Netherlands), one of the international editions of the *Reader's Digest*, breaks down circulation by households, number in family, ages, economic level and occupation of head. Travel habits and food product usage also are covered.

5521. *Autos in Europe.*
A booklet issued by the international editions of the *Reader's Digest* gives number of automobiles in each of 12 countries of Europe, along with data on Renault Dauphine sales activity.

SOON TO BE PUBLISHED

5095. *Windsor Market Data.*
Population, sales, income, industrial potential and farm data in the Windsor area will be covered in a brochure to be published about Sept. 1 by the *Windsor Daily Star*.

5096. *Canada's Bus and Truck Market.*
Truck and bus production and imports in Canada, and data on rental fleets, will be included in a brochure to be issued June 15 by *Bus & Truck Transport*.

5097. *The London Study.*
A study of the industrial selling-purchasing process to determine (1) who influences the process and (2) what influences them in the decision will be reported in a brochure to be published in July by the Business Newspapers Assn. of Canada. The study, sponsored by BNA and the Canadian chapters of the National Industrial Advertisers Assn., involved detailed examination in depth, through personal interviews, of industrial purchases in 37 companies.

5098. *Food Business Facts.*
A brochure to be published April 30 by *Food in Canada* will include output value and value of material used in such categories as bakery products, beverages, canning and processing, dairy products, grain mill products and meat products and the over-all total for Canada.

5499. *Vancouver-Victoria Market.*
A brochure to be issued in November by KVOS, Bellingham, Wash., television station, will give population and tv set count in the coverage area.

INTERNATIONAL MARKETS

NOTE: Most items listed here are available without charge, but not all. Those requesting material which bears a price will be billed by the publishers.

5500. *The Outlook for Trade with Latin America.*
A 33-page booklet offered by Vision Inc. reports on imports and exports for Latin America over the past 20 years and anticipated expansion by major industries. Growth of Latin American trade and particularly the U.S. share of these markets are charted in detail.

5501. *Some Basic Statistics on the Brazilian Market.*
Published last December, this pamphlet supplies population figures, data on buying power, distribution of industry and production of major industries in Brazil over the past decade. It is available from Vision Inc.

5502. *Communist Trade with Latin America.*
Another pamphlet available from Vision Inc. reports on Soviet bloc trade with individual Latin American countries in U.S. dollars since 1953, including both exports and imports.

5503. *Major Lending Agencies of the World.*
A translation of a recent article in *Vision* describes the banks and lending agencies which do business with Latin American countries and their methods of operation. It is offered to advertisers by Vision Inc.

5504. *Brazil as a Market for Tractors and Earth-Moving Equipment.*
A survey report of present supply, future needs and government regulations covering the manufacture of tractors and earth-moving equipment in this Latin American country is offered by Vision Inc.

5506. *Profile: Latin American Farm Market.*
A 16-page booklet published by *Agricultura de las Americas* describes Latin American agricultural trends, growth of cities, population characteristics, etc., in relation to farming south of the border.

5507. *The Journal of Commerce—Key to the U. S. International Business Community.*
Out this month is a booklet offered by the *Journal of Commerce* describing the international market with data on U. S. overseas investments, sales and market growth potential. Results of a survey of foreign trade executives' reading habits and preferences are included.

5508. *A Measure of Latin American Agricultural Purchasing Power.*
The results of an Erdos & Morgan survey of Latin American agriculturists are contained in a folder offered by *La Hacienda* and including data on ownership of land, tractors and various types of motor vehicles, and number of agricultural workers employed.

5509. *Central American Trade Bulletins.*
American Exporter Publications offers a series of five newsletters incorporating on-the-spot trade reports on Panama, Costa Rica and Nicaragua, El Salvador and Honduras, Chile, and Ecuador, as well as two special trade bulletins on Chile and Ecuador.

5511. *Pulp and Paper Market Newsletter.*
A monthly newsletter issued by *Pulp & Paper International* gives latest production figures for various countries, plus trends and other market news, in the pulp and paper industry.

5512. *Pulp and Paper Production by Country.*
Number of pulp and paper mills by country, and annual production of each, are listed in a four-page brochure issued by *Pulp & Paper International*.

5513. *Latin American Farm Market.*
A data kit prepared by *Agricultura de las Americas* surveys the Latin American farm market, including farm equipment purchases, fertilizer production, farm investment, farm area with tractors, total tractors, etc.

5514. *Latin American Baking Mechanization.*
Installations of machinery and equipment to cut labor and improve quality and production in Latin American baking, cookie-cracker and flour milling industries are surveyed in a brochure issued by *Panadero Latin-Americano*.

5515. *1959 Sales Guide to the International Mine Market.*
Number of mines, and imports of mining, contracting and ore treatment equipment annually, 1955-57, by country are listed in a booklet published by *World Mining*. Mining trends by world area also are covered.

5516. *Mining World Catalog.*
Tonnages and dollar value of various ores produced by states and regions of the U.S., and by countries and world regions are given in a catalog issued by *Mining World*. Price is $1 per copy.

5517. *Sales Guide to the Export Mine Market.*
A brochure offered by *World Mining* describes the size of the overseas mine market, primary locations, type and amount of production by country, and dollar volume of export of U.S. mining machinery to various overseas mining areas.

5522. *When Latin America Is your Sales Target.*
A booklet published by *Revista Rotaria* of Rotary International analyzes 42,000 subscribers, with a breakdown by occupations, business titles, company and civic purchasing power, ownership of property, travel habits and travel plans.

SOON TO BE PUBLISHED

5510. *1959 World Automotive Market Survey and Vehicle Census.*
Scheduled for publication May 15 is McGraw-Hill International's 37th annual world motor census, this year to contain 70 or more pages reporting the number of cars, trucks, buses, motorcycles and tractors in 150 countries and territories, and other world automotive market information.

5518. *Latin American Dairy Industry.*
New installations and those planned in the Latin American dairy industry, based on a survey of fluid milk, butter, cheese, dry milk, and ice cream plant owners and herd owners, will be covered in a brochure to be published May 15 by *Industrias Lacteas*.

DISTRIBUTION MARKETS

NOTE: Most items here are available without charge, but not all. Those requesting material which bears a price will be billed at the stated price by the publisher.

7000. *The Restaurant Market & Sales Analysis.*
American Restaurant offers a 16-page booklet analyzing the "away-from-home" feeding market in terms of volume of business, number of operations and buying characteristics. Also included is a report on what restaurant operators expect from the products they buy.

7001. *Motel Market & Sales Study.*
Available from *American Motel*, a 16-page booklet describes the motel market, stressing current trends, purchasing power, product demand, buying decisions, sales influences and distribution.

7002. *Motel Distribution Study.*
This study covers sources of supply for 42 products used by

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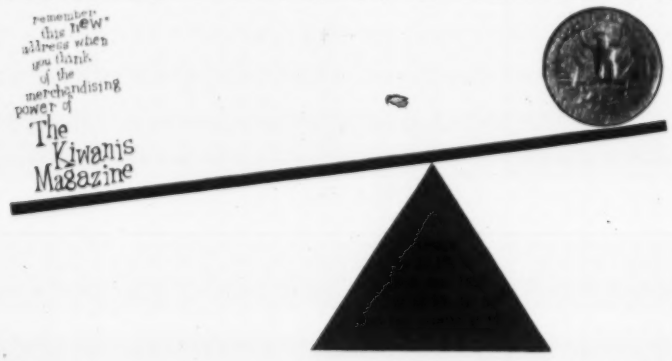


- THE KIWANIS MAGAZINE is read by more than a quarter million business executives and professional men throughout the 50 United States and all Canadian provinces.
- More than 75% home readership, resulting in a combined primary and secondary readership in excess of 440,000.

Of the primary audience—

- Average annual income is $12,000.
- 87.7% are home-owners. 29.7% own homes valued from $25,000 to more than $75,000.
- 42.6% own **two or more** cars.
- 42.7% take **two or more** vacations annually.
- 55.3% serve on local, county or state government or civic boards or commissions. Of these, 54% exercise buying authority.
- More than 148,000 make up to 30 business trips a year. More than 17,000 make more than 30 business trips a year.

Of those engaged in business—

- 76.5% are owners, officers or general managers.
- 91.8% have authority to buy, specify or approve capital equipment and administrative services and supplies.
- 19.9% are executives in companies having over 100 to **more than** 1000 employees.

Sell the man who wears the K

through his own magazine

You can reach this quality market at a cost per black and white page of $3.52 per thousand ABC audited circulation.

The KIWANIS Magazine

* *Kiwanis International Building*
101 EAST ERIE STREET
Chicago 11, Illinois

motel operators, based on current purchases. It is available from *American Motel*.

7003. *Planning and Purchasing Influences—New Motel Construction.*
Another offering of *American Motel* details sources of information used by motel operators during planning and construction, and identifies the maker of major planning and purchasing decisions (i.e., owner, builder or architect).

7004. *Research Report on Readers of Hatchery & Feed.*
Published just last month, this folder gives dollar sales volumes by product class, feed tonnage sold, chicks sold by type, and extent of influence of hatchery operators and feed retailers. It is available from *Hatchery & Feed*.

7005. *The Water Systems Market—1958-1963.*
The Journal of Plumbing, Heating & Air Conditioning has published this analysis of the five-year outlook for the water systems market by non-farm residential, farm, replacement, and commercial-industrial categories. A separate section deals with past, present and anticipated future markets for submersible pumps.

7006. *Marketing Newsletter.*
The Journal of Plumbing, Heating & Air Conditioning publishes a semi-monthly newsletter on marketing trends affecting the plumbing, heating and related industries and offers it without charge to those marketing through plumbing and heating channels. Others will be charged an annual subscription rate of $7.

7007. *A Market Profile: The Heating, Air Conditioning, Sheet Metal Contracting Industry.*
A 16-page summary of the activities, purchasing patterns, and equipment consumption of contractors serving the warm air heating, packaged air conditioning, ventilation, and sheet metal contracting industry is offered by *Heating & Air Conditioning Contractor*.

7008. *Glass.*
A study showing the marketing and distribution patterns and quantities of glass sold through building material dealers is offered by *Building Supply News*.

7009. *Electrical Supplies and Fixtures.*
Building Supply News also offers this report of a study made among lumber and building material dealers to determine how many of them sell electrical supplies and fixtures, how much they sell, sources of supply, etc.

7010. *Ohio Hardware Products Study.*
Results of a study of Ohio building material dealers made by *Building Supply News* and the Ohio Assn. of Retail Lumber Dealers are reported in this booklet, covering hardware products handled, business volume, dealers' buying habits, display space devoted to hardware, and percentage of sales to different types of customers.

7011. *Iowa Hardware Products Study.*
The same type of information culled from the Ohio building material dealers was gathered from Iowa dealers to make this report, available from *Building Supply News*.

7012. *Selling Kitchens and Allied Products.*
A survey of lumber and building material dealers to determine the type of kitchen cabinets sold by lumber dealers, the number of dealers selling various types of kitchen products and kitchen remodelings, and their sources of supply for various kitchen products is reported in this booklet available from *Building Supply News*.

7013. *Building Supply Dealer Ready Mix Market.*
This *Building Supply News* study examines the extent of ready mix concrete sales operations among building supply dealers and also estimates the number of dealers planning to get into ready-mix selling.

7014. *The Growing Kitchen Market and How To Sell It.*
A summary of the nature and growth of the market for residential kitchen products, with sales statistics for cabinets, built-in appliances, ventilators, plastic laminates, sinks, waste disposers, etc., for the past three years, is contained in this booklet offered by *Kitchen Business*.

Available Market Data—Distribution

To secure copies of data listed, use the handy coupons

7015. *A Nationwide Survey and Analysis of the Operations of Painting and Decorating Contractors.*
A survey of 21,750 readers of *American Painter & Decorator* turned up extensive information on their gross dollar volume, job breakdowns by categories, major supply sources, credit stability, percentage of brush, spray and roller jobs, and material costs related to gross volume.

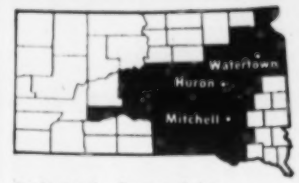
7016. *A Market Study of the Mobile Home Industry.*
Mobile home production, channels of distribution of mobile homes and other up-to-date information on the industry are supplied in this booklet published by *Trailer Dealer*.

7017. *Key to the Rio Grande Valley.*
A folder published by *The Packer* describes the Rio Grande Valley in Texas and reports on purchasing habits and expenditures of 15 major shippers of the area.

7019. *Market Study of Space Heaters.*
This is a market study by *Electrical Merchandising* of the 1958 market for electric, gas fired and oil space heaters. It includes a three-year summary showing units sold in each category during 1958, 1957 and 1956. This single data sheet is free to advertisers and their agencies, 15¢ to others.

7020. *Market Study of Electric*

36% of SOUTH DAKOTA'S SPENDABLE INCOME



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- **MITCHELL DAILY REPUBLIC**
- **WATERTOWN PUBLIC OPINION**

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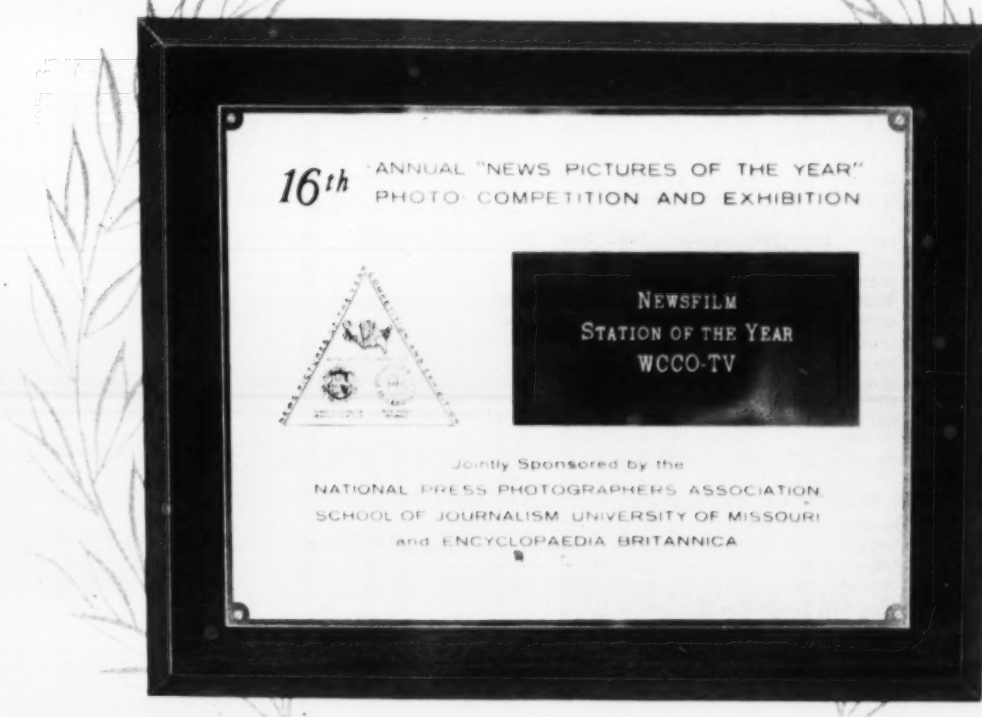
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WCCO-TV
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Now Everyone Knows!

For nearly 10 years the folks in WCCO Television's 68-county coverage area have known first-hand the outstanding newscasts presented 57 times each week by the Northwest's most popular television station.

Now, *everybody* knows of WCCO Television's top news coverage. For WCCO Television has been named "Newsfilm Station of the Year" in the world's largest competition for photo-journalism—sponsored jointly by the National Press Photographers' Association, Encyclopedia Britannica, and the University of Missouri.

This beautiful plaque will be placed proudly next to the award WCCO Television received in 1955 as the "Outstanding Television News Operation of the United States and Canada" from the National Association of Radio and Television News Directors.

There's another award we treasure, too. It's the one WCCO Television wins from the 734,800 Minnesota-Wisconsin viewing families every month. ARB, for example, has reported WCCO Television with the lion's share of sets-in-use, sign-on to sign-off every day, for 41 of the past 45 months.

It is for honors such as these that WCCO Television is known throughout the Northwest as the champion station for viewing, and the champion station for selling. And now, everybody knows.

Newsfilm Station of the Year

WCCO Television

CHANNEL 4

MINNEAPOLIS • ST. PAUL

Represented by Peters, Griffin, Woodward, Inc.

Available Market Data—Distribution

To secure copies of data listed, use the handy coupons

Water Heaters.

This is a market study by *Electrical Merchandising* of the 1958 market for electric water heaters, including sales by states for the past 10 years and a three-year sales summary that shows units sold, average retail price, retail value, number of homes with the product and number without. This folder is free to advertisers and their agencies; 15¢ per copy to others.

7021. *Appliance-TV-Housewares Statistical Data.*

This reprint from the January issue of *Electrical Merchandising* covers the general appliance-tv-housewares industry with statistical data for the whole year of 1958. It includes manufacturers' sales, size of industry, etc., for most products in the field, plus saturation tables and market data by regions. Single copies are free to advertisers and their agencies; $1.50 to all others.

7022. *Electric Housewares Market Study.*

This is *Electrical Merchandising's* study of the 1958 market for electric housewares. It covers bed coverings, blenders, electric clocks, coffeemakers, fry pan-skillets, mixers, shavers, steam irons and toasters. There are three-year sales statistics for other electric housewares. Single copies free to advertisers and their agencies; 25¢ per copy to others.

7023. *Consumer Electronics Market Study.*

This is a study by *Electrical Merchandising* of the 1958 market for radio, television sets, phonographs, recorders, records and tape. Both hi-fi and stereo phonograph sets are covered. It includes year statistics and 10-year sales statistics by states. Single copy is free to advertisers and their agencies; 35¢ a copy to others.

7024. *Market Study: Room Air Conditioners and Dehumidifiers.*

This is *Electrical Merchandising's* study of the market for room air conditioners and dehumidifiers during 1958. It includes a three-year sales summary for room air conditioners, including units sold, average retail price, retail value, number of homes owning and homes without. Single copies are free to advertisers and their agencies; 15¢ to others.

7025. *Market Study: Refrigerators and Freezers.*

This is a study of the markets for refrigerators and freezers during 1959 by *Electrical Merchandising.* It covers sales by states for both products, 1946 through 1957, and a three-year sales summary for refrigerators (units sold, average retail price, total retail value, number of homes owning and number of homes without), plus manufacturers' shipments and general market information. Single copies are free to advertisers and their agencies; 25¢ a copy to others.

7026. *Market Study: Electric Ranges.*

This is a study of the market for electric ranges during 1959 made by *Electrical Merchandising.* It covers sales by states, 1946 through 1957, and also has three-year sales summary for standard types and built-ins, detailing units sold, average retail price, total retail value, number of homes owning and homes without, plus general product and market information. Single copies free to advertisers and their agencies; 25¢ per copy to others.

7027. *Market Study: Dishwashers, Disposers, Incinerators, Steel Kitchen Cabinets.*

This is an *Electrical Merchandising* study of the markets during 1958 for dishwashers, disposers, incinerators and steel kitchen cabinets. It includes three-year sales summaries for dishwashers, disposers and steel kitchen cabinets, plus general product and market information on each of the four products. Single copies are free to advertisers and their agencies; 25¢ per copy to others.

7028. *Market Study: Vacuum Cleaners and Floor Polishers.*

This is a study of the markets for vacuum cleaners and floor polishers during 1958 made by *Electrical Merchandising.* It includes a three-year sales summary for each, listing units sold, average retail price and total retail value. It also contains sales summaries for vacuum cleaners, number of homes with and without, plus general product and market information on each product. Single copies are free to advertisers and their agencies; 25¢ per copy to others.

7029. *Market Study: Home Laundry Equipment.*

This is an *Electrical Merchandising* study of the markets for washers, dryers and ironers during 1958. It includes sales by states for 1946 through 1957 for each and three-year sales summaries for washers and dryers. The washer summary is broken down by automatic and wringer types, plus general product and market information for all three products. Single copies are free to advertisers and their agencies; 25¢ per copy to others.

7030. *A Basic Study of Automobile Retailing.*

Ford Motor Co. has issued a booklet giving the results of a broad study on how the new-car buyer shops and relationships with dealers. The survey measures the customer's satisfaction with the dealer-customer relationship and makes suggestions for further improvement.

7031. *The Market Picture for Water Systems.*

Water Well Journal is offering this one-page reprint from its water systems issue in April. It gives figures on water well systems installed by contractors and analyzes market prospects for 1959.

7032. *The Key to More Profit: The Water Systems Package.*

This is a reprint from the water systems issue of *Water Well Journal* in April describing the trend in suburban and farm development in demand for water under pressure. It gives long-range estimates on home water use and describes advantages for well contractors in selling water system package deals.

7033. *Plus Profit in A Natural Market—Water Conditioning.*

This is a reprint from *Water Well Journal* of an article in which is outlined the potential market for water conditioners as another item for well contractors who already handle water systems equipment.

7034. *A Study on Window Materials Handled by Lumber and Building Product Dealers.*

This is a report on a research study to develop information on the distribution and relative popularity of various kinds of window materials among lumber and building product dealers. It is published by *American Lumberman & Building Products Merchandiser.*

TO OBTAIN MARKET DATA USE THIS COUPON

Readers' Service Dept., ADVERTISING AGE

200 E. Illinois St., Chicago 11, Ill.

Please send me the following data (insert code number of each item wanted):

Name ..... Title .....

Company .....

Address .....

City & Zone ..... State .....

This coupon will not be serviced after July 15, 1959

7035. *Building Products Distribution Newsletter.*

This newsletter, issued in January, gives a year-end report on the sales, operations and current problems of U. S. lumber and building material retail and wholesale distributors. It is issued by *American Lumberman & Building Products Merchandiser.*

7036. *Building Products Distribution Newsletter (Aluminum Special).*

This is *American Lumberman & Building Products Merchandiser's* analysis of the U. S. market for aluminum building products among lumber and building material dealers.

7037. *Building Products Distribution Newsletter (Hardware, Paint, Tools).*

This is *American Lumberman & Building Products Merchandiser's* analysis of the market for hardware, paint and tool products among U. S. lumber and building material dealers. It includes data on average sales per dealer and average dealer inventory.

7038. *Special Report on Distribution Changes: Cash-and-Carry; Competitive Pricing; Co-op Buying.*

This is an exclusive report by *American Lumberman & Building Products Merchandiser* on the "new" competition in the distribution of building products into light residential construction use and how conventional lumber and building material dealers are operating to meet this competition. Free to advertisers and agencies; $1 per copy to others.

7039. *Today's Building Material Shopping Centers; A Special Report on Store Merchandising.*

American Lumberman & Building Products Merchandiser explains how lumber and building material dealers are using lumber inside and outside their new retail showrooms as a permanent exhibit of their principal product and rebuilding and remodeling their yards and buildings for more effective efficient sales and handling of building products.

7040. *The Diversity of Photographic Merchandise Sold by Photo Counters.*

This is a nationwide study by *Photo Merchandising* to determine what photo products are being sold at the 50,000 photo counters comprised primarily of drug stores. The study shows that the photo counter stocks some 20 photographic products in addition to film and bulbs and annual sales of more than $200,000,000.

7041. *The Penetration of Imported Cameras into the Domestic Market.*

This is a study made of seven marketing areas by *Photographic Trade News* indicating the success that foreign photographic products have had in sales through retail camera stores. The penetration of individual brands is shown.

7042. *Brake and Front End Service Shops Study.*

This is a study of brake and front end service shops showing volume of business, type of services offered, planned investment in new equipment, materials purchased each month, type and amount of equipment now in use and other safety service market data. It is issued by *Brake & Front End Service.*

7043. *Elm Farm Food Co. Study.*

This is a reprint of articles appearing in the January and February issues of *Frosted Food Field* covering all aspects of frozen foods relative to Elm Farm Foods Co., a New England food chain. It covers every detail of every one of the millions of packages of frozen foods handled by the chain during the past three years. This is the first of a five-part regional program in which the publication will survey complete corporate chain operations.

7044. *A Census of Institutions.*

This is a report covering the number of institutions in the country today with examples of the concentration of purchasing power which exists in this market. It includes all areas of the mass feed-mass housing industry such as restaurants, hotels, hospitals, schools, colleges, clubs, YMCAs etc. It is put out by *Institutions Magazine.*

7045. 1959 *Construction Forecast for Mass Feeding—Mass Housing Industry.*

This is a forecast of 1959 new institutions construction with estimates of major institutional categories by *Institutions Magazine.* It also describes the tremendous growth in new institutions construction since the close of World War II.

7046. *The Institutions Market for Food Products.*

This study includes data on estimated food consumption by major product categories, methods of purchasing and distribution and other factors related to the institutions market gathered by *Institutions Magazine.*

7047. *Purchasing Functions of National Restaurant Assn. Members.*

This survey covers purchasing patterns and responsibilities for various major product categories of members of the National Restaurant Assn. The data was gathered by *Institutions Magazine.*

7048. *The Institutional Food Wholesaler.*

This is a profile describing the size and scope of institutional food wholesaler operations. It also contains a readership preference study of this group. The profile was prepared by *Institutions Magazine.*

7049. *Institutions Market for Ice-Making Equipment.*

This is a survey of *Institutions Magazine* subscribers' experience, use and preferences with regard to different types of ice making equipment.

7050. *Survey of Hydrogenated Shortening and Oils Used in Quantity Food Operations.*

This is a report covering a series of personal interviews on the use of different kinds and brand of oils and shortenings in the institutions field. *Institutions Magazine* gathered the data.

7051. *Selling to the U. S. Government.*

This is a report by *Institutions Magazine* describing the methods and techniques of selling to U.S. government institutions. Specifications and bidding requirements are also discussed.

7052. *What's Ahead for 1959 in the Institutions Field.*

This is a reprint of the lead article from the January *Institutions Magazine* containing estimates of anticipated changes in 1959 requirements for the mass feeding-mass housing industry. It also includes a report and charts on the shifting emphasis to institutions construction.

7053. *Prescription Sales Survey.*

This is a survey of prescription sales broken down by chain drug stores, independents with fountains and independents without fountains. The survey tabulates total number of prescriptions filled and the value of the prescription volume for each of 25 major types of prescriptions. It is issued by *American Druggist.*

7054. *Survey of Self Service in the Retail Drug Field.*

This *American Druggist* survey reports on the number of stores adopting self service, broken down by chains and independents and by sections of the country.

7055. *Drug Store Operations in Shopping Centers.*

This is a survey showing how drug stores in shopping centers differ from other drug stores in sales, traffic, sales-per-square-foot and other factors. The report is broken down by major types of shopping centers: regional, community, neighborhood. It was prepared by *American Druggist.*

7056. *American Druggist Fort-*

nightly Prescription Survey.
Published in every issue of *American Druggist*, this survey reveals the movements of 25 major types of prescription products. The data presents, for each product type, the average price.

7057. *Bi-Monthly Survey of Sales Trends in Prescriptions.*
Published bi-monthly by *American Druggist*, this is a survey of sales trends of 25 major types of prescriptions, broken down by professional pharmacies, urban drug stores, rural drug stores, chain drug stores and hospital pharmacies.

7058. *Fortnightly Survey of Disease Trends.*
This fortnightly survey published in every issue of *American Druggist* presents short-term forecasts of increase or decrease in the number of cases anticipated for each of the 10 major types of diseases, broken down by sections of the country.

7059. *Trends in Over-All Drug Store Sales.*
This is a fortnightly survey of trends in over-all drug store sales broken down by chains and independents. It is published in every issue of *American Druggist*.

7060. *The Vitamin Market.*
This is an analysis of retail vitamin sales according to type of outlet with interpretations of current marketing trends affecting vitamin sales, published by *American Druggist*.

7061. *Store Hours of Drug Stores.*
This is a study of the hours per day and days per week that the nation's drug stores are open. It is published by *American Druggist*.

7062. *Eight Billion Dollars Ain't Hay.*
This study has data on motel ownership, location, investments, services and facilities, products used in construction, equipping and furnishing. All subjects are covered as to existing motels, planned purchases for existing motels and planned purchases for new motels. General equipment, day to day supplies, linens, etc., are also covered in this study by *Tourist Court Journal*.

7063. *Central Warm Air Heating Equipment* 1915-1957.
This four-page bulletin shows the total shipments by year of warm air heating units and related equipment. Published by *American Artisan*.

7064. *Sheet Metal Contracting—A* 1957-1958 *Study.*
This report covers sheet metal contractors and their activities in 18 U. S. cities and reports the types of work they perform, annual tonnage of metal used and other basic statistical information. It is put out by *American Artisan*.

7065. *A Market Study of Central Residential Summer Air Conditioning.*
This report shows that the key warm air heating dealer-contractors and wholesalers are the most important distribution outlets in selling the central residential summer air conditioning market. Published by *American Artisan*.

7066. *An 18-City Study of Distribution—Winter Air Conditioning and Warm Air Heating.*
This *American Artisan* report covers the results obtained in an 18-city survey of dealer-contractors in the warm air heating—central residential air conditioning field; it provides key dealer mortality information, line change data and the position and importance of the wholesaler in this market.

7067. *The Market for Portable Electric Tools in the Field of Warm Air Heating, Etc.*
This report provides data covering interviews with dealers and contractors in the field of warm air heating—central residential summer air conditioning—sheet metal contracting in four national markets concerning ownership of portable electric tools. Offered by *American Artisan*.

7068. *Modernization Guide.*
This is a 60-page reprint of articles in *American Artisan* explaining every phase of the big modernization market in warm air heating—central residential air conditioning and sheet metal contracting. It also includes modernization checklists designed to help uncover sales leads in each of these three phases of business within this market.

7069. *Air Conditioning's Future.*
This is a reprint of an article in *Heating, Piping & Air Conditioning* giving statistics covering the future for commercial-industrial large building air conditioning market served by the publication.

7070. *Consulting Engineers Serving the Field.*
This study by *Heating, Piping & Air Conditioning* shows how many consulting engineering firms there are in the U. S. and how many of them actually specify heating, piping and air conditioning equipment.

7071. *Heating, Piping and Air Conditioning Markets.*
This presentation explains the markets served and the products used in the commercial-industrial large building heating, piping and air conditioning field and explains how the equipment is specified and purchased within this market. It is issued by *Heating, Piping & Air Conditioning*.

7072. *The Outlook for Trading Stamps.*
This is a reprint of a speech given by Dr. Eugene R. Beem, Sperry & Hutchinson economist, before the American Marketing Assn. Northern California chapter. He delves into such questions as why trading stamps are effective and the share of retail trade made by merchants giving trading stamps between 1900 and 1958. Offered by Sperry & Hutchinson.

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7073. *Trading Stamps and the American Economy.*

This is a reprint of remarks made by Dr. Eugene R. Beem, Sperry & Hutchinson economist, before the St. Louis chapter of the American Marketing Assn. He covers such topics as the nature of competition, requirements for competing effectively, and the impact of the trading stamp industry on our economy. Offered by Sperry & Hutchinson.

7074. *The Hamilton Corp. Study of Trading Stamps.*

This is the result of a research made by Hamilton Corp., which manufactures products offered in trading stamps catalogs, to determine if the exposure of merchandise in color illustrations in stamp catalogs and the display in stamp redemption stores is likely to increase sales of that same merchandise in retail outlets, or if it is likely that persons redeeming merchandise with stamps would have purchased that same merchandise through a retail outlet had they not had stamps.

7075. *Survey of 'Fringe' Products.*

This is a special report by *National Jeweler* on the relative standing of various lines carried by credit jewelry stores. The magazine made a study to determine whether product trends of so-called "fringe" merchandise—items not traditional to the average jewelry store—and the extent to which the ratio is increasing or decreasing.

7076. *Automotive News and Media Data.*

Based on the NIAA outline, this booklet identifies the car dealer market and automotive manufacturing market and shows *Automotive News'* coverage of each, with further information on the history, editorial and circulation policies of the publication.

7077. *Automotive News Almanac.*

This 300-page volume, published by *Automotive News* each year, contains statistical data on all phases of the automotive industry including trends, engineering data, new and used car prices, etc., plus biographical sketches of 1,200 industry leaders and personnel and product information on 2,000 automotive companies. It costs $2.50 per copy.

7081. *Marketing Map of the Chain Variety Store Field.*

A map showing the location by states of 12,322 stores operated by 1,620 chains is offered by *Chain Store Age* and *Variety Store*. Other facts included are sales of leading variety chains, sales of single variety stores, total national volume, major warehouse locations, cities with chain buying and district offices, and sales by departments.

7082. *Variety Store Check List.*

This is a four-page monthly newsletter summarizing chain variety store developments and trends, with monthly sales of leading chains, offered by *Chain Store Age* and *Variety Store* to chain store suppliers and their agencies.

7083. *Chain Store Building Reports.*

Another monthly newsletter, listing stores and warehouses planned or under construction by chains in all retail fields by states and for Canada, is offered by *Chain Store Age* to advertisers of construction material and equipment and their agencies.

7084. *To Sell Big . . . Sell Chain.*

An eight-page study of the chain restaurant and fountain field, showing the scope of this market, dollar volume, and specialized features of the market, is available from *Chain Store Age*.

7085. *Chain Restaurant and Fountain Building Report.*

This is a bi-monthly report on new construction and modernization plans of restaurant and fountain chains, which includes news briefs about chain restaurant trends. It is offered by *Chain Store Age*.

7086. *Chain Drug News.*

Trends and developments in the chain drug store field, self-service data, new store openings, personnel news, and other pertinent data are given in a monthly newsletter published by *Chain Store Age* in two editions—one for general chain drug news content and the other for pharmaceutical news content.

7087. *What Do Food Chain Stores Sell?*

A 40-page study of food chain store sales and margins for major food and non-food categories, illustrated with charts and graphs, is offered at $1 per copy by *Chain Store Age*.

7088. *Food Chain Newsletter.*

A monthly summary of food chain events and trends, showing regional sales and changes for the current month over the previous four months, is available from *Chain Store Age*.

7089. *Annual Retail Sales of Leading Chains.*

A four-page folder giving total annual sales of selected supermarket-grocery chains, with the number of stores operated by each, is available from *Chain Store Age*.

7090. *Chain Grocery Product Studies.*

Separate reprints of product study articles in *Chain Store Age* grocery magazines now available are No. 6, outdoor eating products; No. 7, baking needs; No. 8, party foods; No. 9, pet goods, and No. 13, household supplies. Single copies free, additional copies at 20¢ apiece.

7091. *A New Look at Electronic Wholesaling.*

This study of jobber operations includes analyses of electronic distributor operations by size of city, number of employes, sales, and number of establishments operating as chains. It is offered by Electronic Periodicals Inc.

7092. *Electronic Industry Market Guide.*

Jobber News' annual market guide, published last August, provides statistical information on industry growth, production trends, equipment in use, and influences affecting markets in various sections of the country.

7093. *Distribution of Food Store Sales in 133 Cities, 1958.*

The percentage of food store sales accounted for by chains, voluntary and cooperative groups, and independents in leading U. S. markets, plus the number of stores in each market, are supplied by this report from *Supermarket News*. Single copies, free; quantity orders, 50¢ per copy.

7094. *The Pet Food Industry Is Big.*

A single data sheet offered by *Petfood Industry* summarizes the scope of this field, including the statement that it outsells breakfast cereals and baby foods.

7095. *Market Summaries of Cat Food and Dog Food Sales Potentials.*

Two data sheets offered by *Petfood Industry* report the cat and dog populations of the U. S. by areas and family ownership, and indicate consumer preferences for types of cat and dog foods.

7096. *Distribution Age Census of Physical Distribution Functions.*

Distribution Age offers this folder giving a state-by-state census of industrial traffic managers (subdivided into industry groupings), public warehouses (subdivided by types), piggy-back service guide, and essential carrier and warehouse operational statistics (revenue, ton-miles, etc.).

7097. *Facts in Grocery Distribution.*

Progressive Grocer's 26th annual report on the food industry, out this month, gives 1958 food and grocery store sales, sales of voluntary and cooperative groups, number of food stores, and a variety of other data about food retailing in an illustrated booklet available at 50¢ a copy.

7098. *Non-Foods Are Big Business.*

The results of a national survey of non-food sales in supermarkets are given in this 32-page booklet, reporting number of items, source of supply, total sales, and profit margins for health and beauty aids, housewares, magazines, soft goods, toys, phonograph records and stationery. It is available at 60¢ per copy from *Progressive Grocer*.

Use the Coupon in Requesting Data

7099. *Super Valu Study.*

Offered by *Progressive Grocer* at $1.50 per copy is this comprehensive study of the operations of six Super Valu supermarkets over a 12-week period. Information on sales, margins, profits, turnover, special displays, etc., in all product categories is given, along with comparative data on the "profitability" of all grocery items.

7100. 1959 *Planning Guide.*

This folder of market and media fact sheets is offered by *Office Appliances* and includes a list of types of information dealers want to know about manufacturers of office equipment.

7101. *Story of the $4 Billion Office Market.*

A study of the growth of the office equipment market, the principal channels of distribution, and a description of the typical office equipment dealer and his role in merchandising products are given in this booklet available from *Office Appliances*.

7102. *Broiler Production and Market Trend Data.*

Four data sheets offered by *Broiler Industry* provide information on trends in the production of and demand for broilers over recent years, production and income statistics for the 23-state "broiler belt," state-by-state production figures and methods of production, and other facts about this segment of the poultry industry.

7103. *Feed Use in the 21 Eastern States.*

A census of the livestock population of the 21 eastern states and estimated feed requirements, along with notes on market trends, production records and prior year comparisons, are given in a pamphlet published by *Eastern Feed Merchant*.

7120. *Your Accessible 1959 Heating & Cooling Market.*

This report shows the geographical distribution of gas heating and residential air conditioning; the division of sales between gas furnaces, gas boilers and conversion burners; and central cooling. Published by *Gas Heat and Comfort Cooling*.

7121. *Installations Totalled 505,163.*

Trends in oil heating equipment sales are outlined in this reprint with detailed charts and tables showing prices, sizes and types of equipment sold during 1958; concentration of oil heating by geographical areas; dealers' dollar volume analyzed by type of selling activity. From *Fueloil & Oil Heat*.

7122. *Fueloil Distributors' Best Season.*

A detailed report on fuel oil dealers' activities, showing margins, profits, trends, number of trucks operated, percentage of dealers owning bulkplants, and delivery methods. Published by *Fueloil & Oil Heat*.

7123. *We're in Business to Serve.*

This analysis of the market for oilheating service shows the number of customers per dealer, prices, profits, number of service contracts, wages, air conditioning sales and service, parts and accessories consumed, and oilburner installations by states. Published by *Fueloil & Oil Heat*.

7124. *Gas Heating, Water Heating, Air Conditioning, Exclusive 1958 Market Data.*

A statistical report on all types of gas-fired heating equipment, residential air conditioning and water heating. Tables and charts show trends and growth in equipment and sales, dealer costs, profits and resale prices. Published by *Gas Heat and Comfort Cooling*.

7125. *Electric Heating Market Analysis.*

This report shows the number of homes now heated electrically and predicts the growth in this type of heating. Shows equipment types used, location of contractors and dealers, costs of electric home heating and its effect on seasonal power peaks. From *Electric Heat and Airconditioning*.

7126. *Sporting Goods Buying and Selling Trends.*

A brochure outlining the buying and selling patterns of sporting goods dealers and jobbers biannually since 1951 in major lines; rating of top 24 sporting goods lines; trends in buying major lines and circulation information on the *Sporting Goods Dealer*.

7127. *The Soft Drink Industry.*

This illustrated brochure about the soft drink industry contains production, sales and marketing information, including per capita consumption, industry purchases, flavor and package variations. Available from the *National Bottlers' Gazette*, New York.

7112. *Facts About the Buying and Reading Habits of Candy Executives.*

Data on the reading and buying habits of candy executives, evaluating their buying power in the purchase of candy ingredients and equipment are summarized in this brochure, which is published by *Candy Industry and Confectioners Journal*, New York.

7113. *Pharmaceuticals Flourish Under Fire.*

This *Chemical Week* report contains the history of the field from 1939 to 1958 with a forecast through 1968. Includes the competition of the drug field with other process industry segments. Information is listed by companies and major products and is available from *Chemical Week*, New York.

7114. 1958 *Year of Frustration . . .*

Regular Features Back Next Week

The regular lineup of features (Creative Man, On the Merchandising Front, Salesense in Advertising, etc.) which normally appears in the AA feature section has been omitted from this issue to provide adequate space for the large volume of market data. All of the usual features will be back in their regular places next week.

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1959 *Deferred Opportunity Again.*

A review of the shoe industry for 1958 covering manufacturing, retailing and consumption, with statistics on pairs production, per capita production, estimated pairs consumption and per capita consumption by major types. A forecast of 1959 prospects is also given in this brochure by *Boot and Shoe Recorder.*

7115. *Trends and Developments in the Laundry Industry.*

Marketing trends in the laundry and drycleaning business are outlined in this pamphlet, which gives supplies consumption projections for the current year. Published by Business Papers Division, the R. H. Donnelley Corp.

7116. *Market Data File—the Laundry and Drycleaning Industries.*

This file contains analyses of the number of plants, sizes, volumes, services offered, supplies used, routes and trucks operated by laundries and drycleaners, geographical comparisons between 1948 and 1954 census tabulations. Published by the *National Cleaner & Dyer.*

7117. *Case History Studies of Individual Wholesale Bakeries Annual Purchases.*

Details of the materials consumed, capital expenditures, the use of packaging and trucks are given in this report from *Baking Industry.*

7118. 1958 *Annual Baking Industry Survey Report.*

Operational and poundage statistics and trends for the wholesale baking industry are broken down geographically and by bakery size in this report published by *Baking Industry.*

7119. *Mister Comfort to 1285 Customers.*

This booklet gives information on the fuel oil market, and its relation to the air conditioning market. Geographical distribution and a monthly activity curve for dealers are also included. Published by *Fueloil and Oil Heat.*

7131. *Windows.*

A report by *Building Supply News* covers windows, how they are sold, who sells them, who buys them, the types, quality and sales outlook.

7132. *Product Sales Activity and Experience of Sash and Door Jobbers.*

A study among 147 jobbers in 19 states shows the number and percentage of jobbers handling various products and their ratings of these products. Published by *Building Supply News.*

7133. *Wholesaler Sales, Hardware and Building Materials.*

The number and percentage of building material wholesalers who sell basic hardware and related products through lumber and building material dealers is reported in this study prepared by *Building Supply News.*

7134. *Subscribers' Commercial & Industrial Air Conditioning Activities.*

This study charts the spread of activities in which contractor subscribers are active. It details the size range of installations which contractors are equipped to handle, both in package and central station air conditioning and heating systems. Published by *Air Conditioning, Heating & Refrigeration News.*

7135. *Predicting Air Conditioning Sales.*

A tabulation plotting residential and non-residential air conditioning shipments against residential construction volumes for the period from 1947 to 1963 affords a basis for predicting future air conditioning markets. Published by *Air Conditioning, Heating & Refrigeration News.*

7136. *The Office Equipment and Stationery Dealer Market.*

This file folder, holding new data as released, gives the basic structure of the dealer market in office equipment and stationery, including volume of business, volume by types of dealers, general classifications of products and specific products handled, as well as data on *Geyer's Dealer Topics.*

7137. *The Market Nobody Knows.*

A booklet containing data on the size of the garden supply market, where the supplies are sold, what type of outlet sells them, what they sell, prospects for increase in volume, and sales information. Published by Ferncase Publishing Co.

7138. *Do Wholesalers Sell Enough?*

A brochure describing the market as it applies to jobbers, dis-

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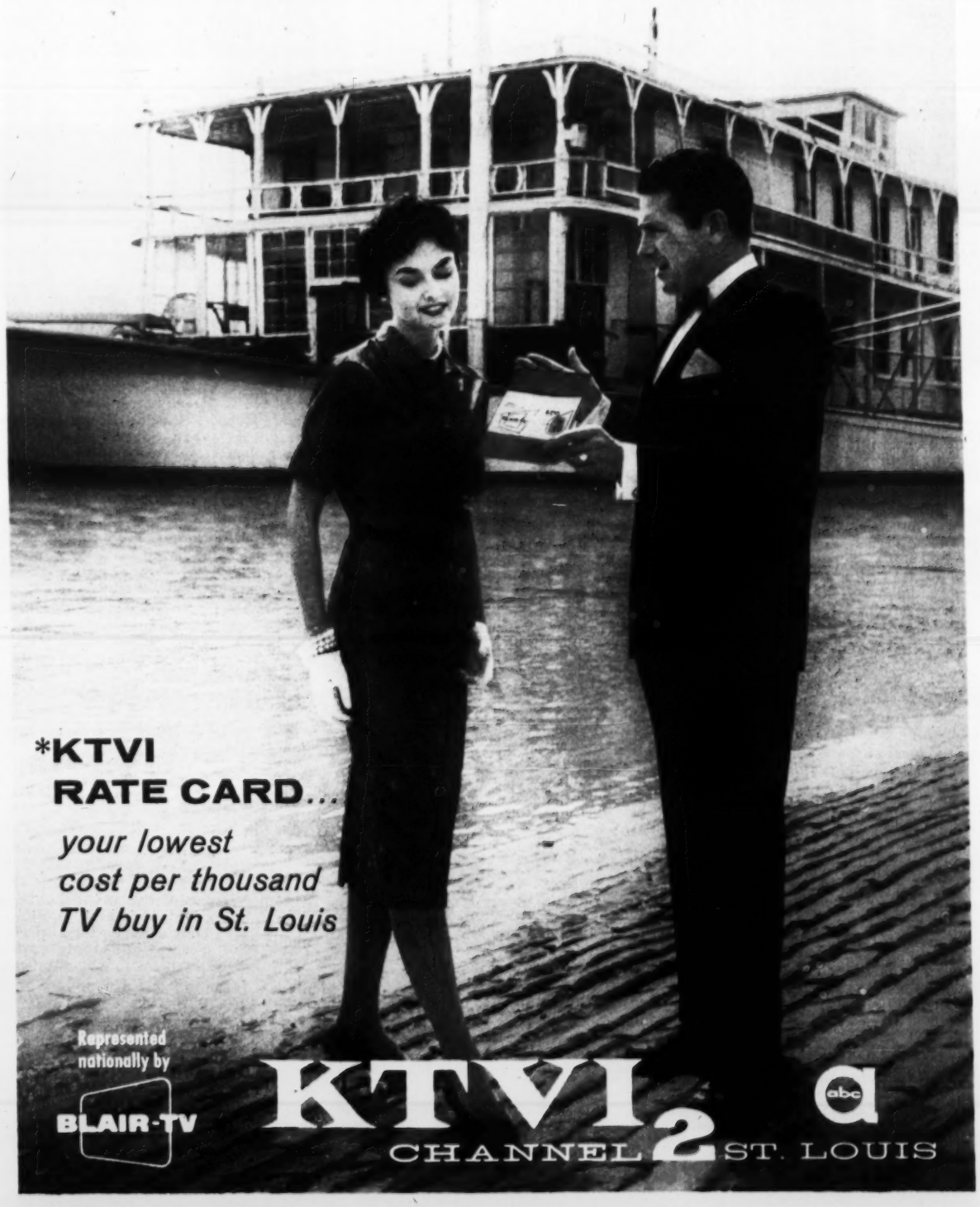

Available Market Data—Distribution

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tributors, manufacturers' representatives and their salesmen who handle hardware, housewares, garden supplies and outdoor living products. Available from Ferncase Publishing Co.

7139. *Dairy and Ice Cream Plants.*
Maps showing the distribution of the nation's dairy and ice cream plants are included with information showing the coverage of this market by the publications of the Olsen Publishing Co.

7140. *Trend Test—Milk Dealers.*
Information concerning supplies and equipment sold to the nation's dairy farmers by fluid milk plants is offered in this pamphlet, which contains special sections on bulk milk handling, cleaning and sanitizing markets. From the *Milk Dealer.*

7141. *Milk Products—Maps and Charts.*
A set of maps and charts contains production data by year, month and states for branches of the dairy industry, including butter, cheese, ice cream, ice milk, sherbet, milk, evaporated milk, creamed cottage cheese, nonfat dry milk solids, and soft serv frozen dairy products. Published by the Olsen Publishing Co.

7142. *Trend Test—Milk Products Plants.*
Data concerning supplies and equipment sold to the nation's dairy farmers by milk product plants. Special sections on bulk milk handling, cleaning and sanitizing markets are available in this report from the *Milk Products Journal.*

7143. *Annual Survey of Drug Store Shopping Habits.*
This is a report covering a consumer survey of drug store shoppers concerning their buying habits and attitudes. It is priced at $1 by Burgoyne Grocery & Drug Index.

7144. *5th Annual Survey of Super Market Shoppers.*
This is the fifth in a continuing series of surveys of supermarket shoppers' buying habits and attitudes, furnishing data on the current thinking and attitude of the supermarket shopper and establishing trends. Published at $1 by Burgoyne Grocery & Drug Index.

7145. *Lumber and Building Material Dealers.*
A sample of *Building Supply News* readers was surveyed for this report which summarizes the operations of lumber and building material dealers, their locations, sales volume, stocks and types of customers.

7146. *Selling Products Through the Lumber and Building Material Dealer.*
Building Supply News conducted surveys to discover how and to what extent successful dealers sell, stock and install a variety of products. Reports are available on resilient floor covering; building specialty products; paint; kitchens and allied products; cordage; lawn, garden and outdoor living products; glass; glass blocks and ventilators; bathroom and medicine cabinets and accessories.

7147. *Building Supply Dealer Ready-Mix Market.*
This study was conducted by *Building Supply News* to determine the percentage and number of dealers who operate subsidiary ready-mix operations, and the basic market and marketing characteristics of the dealers who have these operations.

7148. *Sales Activity of Hardware Products.*
Lumber and building material dealers were asked about the products they handle and plan to add. Results are tabulated in separate reports for Iowa and Ohio by *Building Supply News.*

7149. *Farm Pumps Data,* 58-1.
Data sheets issued by Domestic Engineering Co. give shipments of domestic water systems, by types of pumps and by horsepower of pumping capacity in 1957.

7150. *New Non-Farm Dwellings,* 58-2.
New permanent non-farm dwelling units started, by type of structure (one-family, two-family or multi-family), 1910-57, are listed in data sheets issued by Domestic Engineering Co.

7151. *Fans, Blowers, Air Conditioning, Refrigeration Data,* 58-3, 8.
Data sheets issued by Domestic Engineering Co. give value of shipments of fans, blowers, unit heaters and accessory equipment (1953-57) and shipments of air conditioning and refrigeration equipment, 1956-57.

7152. *Plumbing, Heating Contractors; Shipments,* 58-4, 5, 6.
Shipments of plumbing equipment by types of fixtures, 1956-57; total plumbing, heating and air conditioning contractors in the U.S., classified by number of employes; and a survey of such contractors in Wisconsin, to determine concentration of ownership of excavating equipment by contractors in various size groups are included in a series of data sheets issued by Domestic Engineering Co.

7153. *Housing Inventory.*
A U.S. housing inventory, 1950-56, is presented in a brochure issued by Domestic Engineering Co.

7154. *Warm Air Heating Survey.*
Brochure #58-9, issued by Domestic Engineering Co., covers a survey among Massachusetts plumbing and heating contractors to determine the extent of warm air heating business done by them in an area long a stronghold of hydronic (wet) heating.

7155. *Water Conditioning Equipment Shipments.*
Shipments, by unit and by value, of farm and household water conditioning equipment, 1956-57, including water softeners, filters and chlorinators, are given in a data sheet issued by Domestic Engineering Co.

7156. *Rockford Report.*
A brochure prepared by *Domestic Engineering* reports a personal-interview study of Rockford, Ill., heating and plumbing contractors, showing size by number of employes, number of trucks, annual sales of water closets, kitchen sinks, water heaters, etc.

7157. *Specification Practices in Heating, Air Conditioning, Plumbing.*
A series of data sheets issued by *Actual Specifying Engineer* surveys specification practices of specifying engineers in various categories of the heating, air conditioning, ventilating, piping and plumbing field.

SOON TO BE PUBLISHED

7018. *Selling Practices in the Boating Company Field.*
Slated for publication June 10, this booklet will give the results of a survey of 500 boat, outboard motor, marine hardware and boat supply manufacturers regarding the seasons when ad schedules are prepared, percentage of gross sales spent on advertising, activity of salesmen, and channels of distribution used by these manufacturers. It is offered by *Boat & Motor Dealer.*

7078. *Drug Store Sales by Departments.*
This is an annual survey of drug store sales broken down by 15 major departments and by chains, independents with fountains and independents without fountains. It will be published by *American Druggist* on May 18.

7079. *Sales Per Square Foot in Average Drug Store.*
This is an annual survey of sales per square foot in the average drug store for each of the 15 major departments. Figures are given separately for the average chain drug store, for the average independent with fountain and for the average independent without fountain. It will be published by *American Druggist* on June 29.

7080. *Drug Store Market for "Health Supports" Products.*
This study provides data on the types of "health supports" products carried by drug stores and the number and types of stores carrying the products, formerly known by such names as "surgical supplies," "hospital supplies" and "sickroom goods." It will be published in May by *American Druggist.*

7499. *How to Get Your Share of the Big Car Dealer Market.*
Automotive News offers this booklet showing the results of a survey of car dealers and including size and characteristics of dealerships, types of mechanical and service work, equipment and tools and buying influence. It will be published in July.

7104. *Market Guide,* 1959.
The August issue of *Jobber News & Electronic Wholesaling* will incorporate its annual market guide for the electronic industry, giving data on industry growth, production trends, equipment in use, and influences which affect markets in varying sections of the country. It will be available free to advertisers and their agencies.

7105. *Marketing Map of the $23 Billion Chain Supermarket-Grocery Field.*
Planned for publication June 30, this map will show the location by states of 27,387 stores operated by 3,171 food chain companies, chain headquarters and branch buying office locations, and information on what food chains sell. *Chain Store Age* will send single copies free; additional copies will cost $1.

7106. *Market Study of the Food Chain Field.*
Chain Store Age also plans to publish this report by June 30 on what grocery chains are doing about shopping centers, what new items food chains are selling, how chains reach buying decisions, rack jobbers, and how to reach and sell the chains.

7107. *Marketing Map of the Chain Drug Field.*
This pictorial representation of the chain drug field will be published next October by *Chain Store Age,* giving store, headquarters and buying office locations, sales group breakdowns, etc. Single copies will be free, while additional copies will cost $1 apiece.

7108. *Chain Store Construction Study.*
In May, *Chain Store Age* will have available this report on the number of new stores and major remodelings planned by chains in all fields, and estimated expenditures in each field.

7109. *Market Study of the Chain Variety Store Field.*
To be published May 30, this *Chain Store Age* report will give total chain sales for 1958, sales of leading chains, merchandise trends, ordering techniques, sales by departments, and plans for new stores.

7110. *Facts and Figures from Drive-Ins.*
An eight-page illustrated report on a survey of owners and managers of drive-in restaurants in 50 U.S. cities, giving statistics on food equipment buying and data on what operators need and plan to buy for their drive-ins, will be published May 15 by *Diner Drive-In.*

7111. *How To Establish and Operate a Successful Fancy Foods Department.*
This 32-page booklet, reporting on fancy foods sales in supermarkets, will be available at 25¢ a copy from *Progressive Grocer* the end of this month. It will include case histories of profitable fancy foods departments, information on sources of supply, pricing and merchandising, and display suggestions.

7128. *Watch Bands and Lighters.*
A study on the watch band and lighter market will give information on consumer purchasing habits, brand preferences, style preferences, location of these items in the store, size of the markets and seasonal sales peaks. To be published before December by *Jewelers' Circular-Keystone.*

7129. *Retail Jewelry Industry.*
An up-to-date picture of the retail jewelry industry will include commodity sales in eight different store volume groups; cost of business operations; sales percentages; and methods of doing business. To be published in July by *Jewelers' Circular-Keystone.*

7130. *Retail Jewelers' Buying Habits.*
The amount and type of jewelry merchandise retailers buy from wholesalers and directly from manufacturers will be reported in this brochure, also how much merchandise is bought from one source. The study will be published before September by *Jewelers' Circular-Keystone.*

INDUSTRIAL MARKETS

NOTE: *Most items listed here are available without charge, but not all. Those requesting material which bears a price will be billed at the stated price by the publishers.*

8000. *Market Analysis—Offset Plants*
This folder presents a state-by-state compilation of plants adding offset presses in each year since 1951, based on responses to a survey conducted by *Graphic Arts Monthly.* It includes data on combination offset-letterpress plants compared with exclusively offset plants. Published by *Graphic Arts Monthly.*

8001. 1954 *Census of Manufactures* and a 1959 *Analysis of the Graphic Arts Industry*
This folder summarizes materials from the 1954 Census of Manufactures to give a comprehensive picture of the total market for graphic arts plant equipment and materials by size and type of plant. Published by *Graphic Arts Monthly.*

8002. *Home Appliance Builder Market Information File*
In this file is included current and comparative information on sales of major appliances including cooking and heating, refrigerators, freezers, washers, dryers, water heaters, central heating, air conditioners, vacuum cleaners, disposers and dishwashers. Available from *Home Appliance Builder.*

8003. *Industrial Maintenance and Plant Operation*
This market information kit offers a summary of plant operating functions, purchasing patterns and readership studies, geographical and S.I.C. tabulations of subscribers. Published by *Industrial Maintenance and Plant Operation.*

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Available Market Data—Industrial

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8004. *Design and Buying Influence Studies*
The influence of the mechanical engineer in the purchase of over 100 items of plant equipment and product components is analyzed in this report, based on a sample of *Mechanical Engineering* readers. Published by *Mechanical Engineering.*

8005. *Dust Control Study*
Responses to a survey of *Mechanical Engineering* readers are tabulated in this report. It gives reasons for buying dust control systems, brands now owned, good and bad features of present systems, and brands they would prefer to buy. Available from *Mechanical Engineering.*

8006. *Electric Clutches and Brakes Study*
This pamphlet outlines the types of clutches and brakes used industrially; their ranges of capacity, the features considered most important by the mechanical engineer; and reasons why electric clutches are not used. Published by *Mechanical Engineering.*

8007. *Mechanical Catalog Media Data File*
This circulation analysis includes information on industry, title, occupation and buying influence of the subscribers. Issued by *Mechanical Catalog.*

8008. *NIAA Media Data Form and Supplemental Statement*
Circulation data on *Wire and Wire Products* are presented in this report, along with information on wire producing plants and products made from wire. Available from *Wire and Wire Products.*

8009. *Implement and Tractor's Annual Statistical Number*
Information on farm income, production and sale of farm equipment, number and kind of machines and implements used on farms is compiled in this report, plus a section on the outlook for 1959. Issued by *Implement & Tractor.*

8010. *Mechanical Engineering* 1959 *Media Data File*
Circulation and readership information are offered in this file, with a study of subscribers' buying influence on a variety of products. Published by *Mechanical Engineering.*

8011. *Sixth Annual Market and Statistical Review of the Appliance and Fabricated Metal Products Manufacturing Field*
This complete review of factory shipments and/or sales of appliances and other fabricated metal products such as plumbing ware and steel kitchen cabinets covers the years 1954 through 1958. It is available from *Metal Products Manufacturing.*

8012. *How to Advertise Effectively to the Rubber Industry*
Characteristics of *Rubber Age* readers are summarized in this report and presented along with data on job functions and buying influence. Published by *Rubber Age.*

8013. *Adhesives Age—A New Magazine for a Vast New Market*
Information about the industry, the major industrial consumers and types of end-products have been gathered for this booklet. It also tells of the type and quantities of adhesives used by representative consumers. Available from *Adhesives Age.*

8014. *There's Profit in Rubber*
This 20-page booklet describes the rubber goods manufacturing industry, its size, growth, type of processes, invested capital, sales, profits and assets. It is published by *Rubber Age.*

8015. *Horsepower on the Inland Waterways*
This table shows the propulsive power used by towboats, tugs and other commercial craft on the inland waterways, broken down by horsepower categories. Available from the *Waterways Journal.*

8016. *The Fabulous Brewery Market*
Figures on production, sales and expenditures for the brewery industry for the years 1933 to 1957 are summarized in this report. It is published by *Modern Brewery Age.*

8017. *Welding Market Map*
This 25 x 38" map shows the 13

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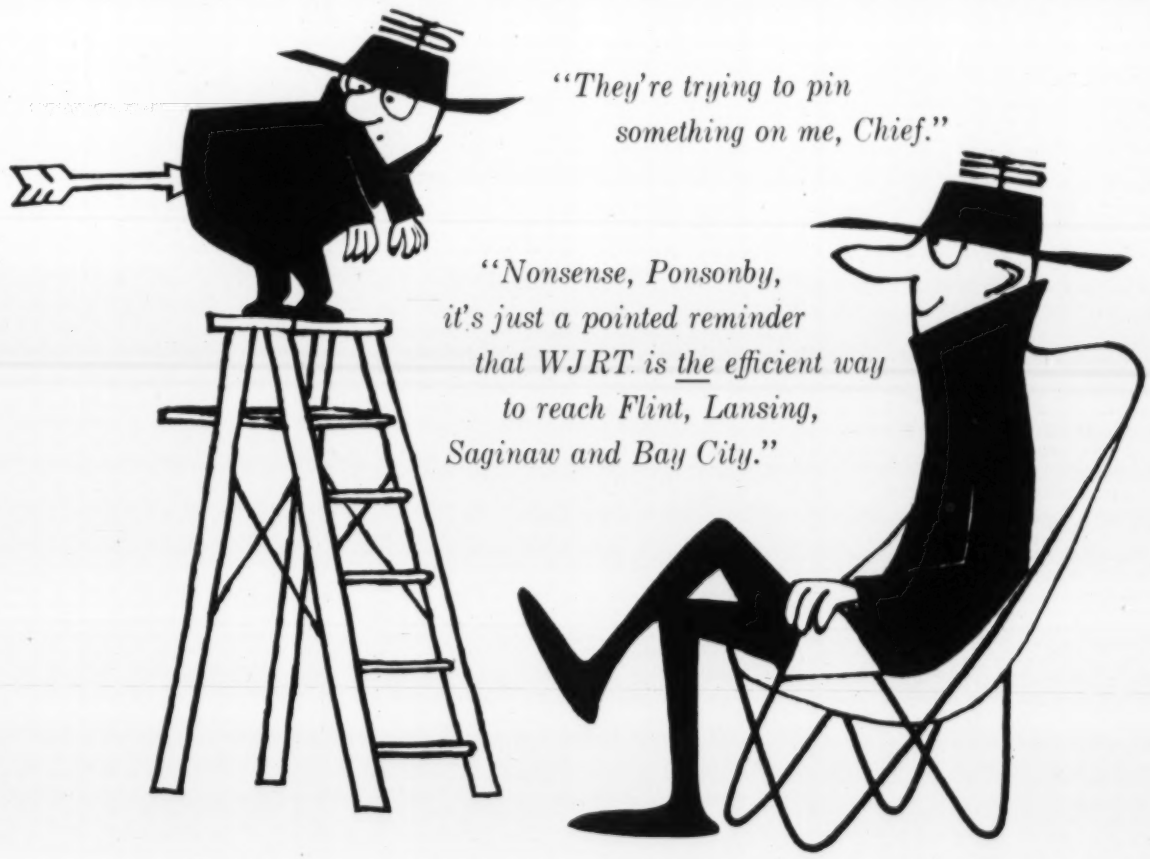

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Available Market Data—Industrial

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states comprising 80% of the welding market, and delineates the specific market areas within each of these states. Available from Welding Engineer Publications.

8018. *Industrial Supplier and Distributor News Media Data Form*

Information about the industrial distributor market is offered in this kit, along with circulation information and characteristics of the subscribers to the publication. Issued by *Industrial Supplier and Distributor News.*

8019. *Today's Western Industrial Market.*

General factual information on the industrial market in the 11 western states is summarized in this folder. Number and kind of plants, employment figures and projections of industrial and population growth are presented. Published by *Western Industry.*

8020. *The Big Move Is to the West.*

Information about the western states' highway, power and water projects has been assembled for this brochure on the heavy construction market in the 11 western states. It is available from *Western Construction.*

8021. *A Look at* 1959.

Production, sales and profits figures from over 40 major industries are summarized and tabulated in this 40-page report. Current business and economic trends pointing to a record-breaking 1959 are also presented. Published by McGraw-Hill Publishing Co.

8022. *Business' Plans for New Plants and Equipment,* 1959-62.

The 12th Annual Survey of Industry's plans for new plants and equipment, research and development for the years 1959-62 includes charts showing an industry-by-industry breakdown and capital spending for the previous ten years. Available from McGraw-Hill Publishing Co.

8023. *Picture of a Growth Market,* 1959-1975.

Graphs describing the present market for electricity and electrical equipment in the western states, and projections to 1975 have been compiled for this report, published by *Electrical West.*

8024. *Buying Power Survey—How Utilities Buy.*

Key utility firms' executives were surveyed to determine where buying decisions are made, who makes them, and how many people influence them. The results, also the effectiveness of various methods of selling, are offered in this report by *Electrical West.*

8025. *A Study of Executive Buying Influence.*

This independent survey was conducted to determine whether top management participates in buying industrial products; the products and services influenced; its availability to salesmen; and the magazines it reads. It is published by *Dun's Review & Modern Industry.*

8026. *Oil Filters in Metalworking Plants.*

This research report covering the extent of use of oil filters in metalworking plants for removing extraneous particles from various types of oils, coolants and other liquids is offered by *Iron Age.*

8027. *Pumps for In-Plant Operations.*

The number, types and size of pumps used in metalworking plants was surveyed for this research report. It is published by *Iron Age.*

8028. *Use of Plastics and Vulcanized Fibers by the Metalworking Industry.*

A study was made of the usage of major and sub-major types of plastic materials, the forms in which it is purchased and the applications and reasons for its use in metalworking. The results are tabulated in this report which is obtainable from *Iron Age.*

8029. *Basic Marketing Map of Metalworking.*

This 23x34" map shows the 86 industrial areas in 20 states that account for over 90% of metalworking's plant employment. 1957 figures for plants employing 20 or more are shown. Free to advertisers and agencies selling to metalworking, $2 per copy to others, from *Iron Age.*

8030. *Basic Marketing Data on Metalworking.*

Metalworking plant and employment data for 1957, based on new SIC codes, are summarized in this 309-page report, listed in two, three and four digit SIC. It shows plant employment figures for plants with 20 or more and 100 or more employes, nationwide, by states and industrial areas. Free to advertisers and agencies selling to metalworking, $25 per copy to others, from *Iron Age.*

8031. *The Changing Metalworking Market.*

This analysis of the changes from 1954 to 1957 in the number of U. S. metalworking plants and employes by 2 digit SIC metalworking groups is broken down by regions and by types of equipment made. It is published by *Iron Age.*

8032. *Metal Statistics*—1958.

The 1958 number is an 850-page volume containing over 400 statistical tables covering production, price, distribution, shipments, etc., for metal products, ores and fuels. Also contains a buyers' guide and lists of manufacturers and distributors of metals. Published by *American Metal Market.*

8033. *Market Flow Charts.*

Flow charts (11x10") for aluminum, steel, copper, identify markets and trace the flow of raw materials through various stages of metal producing and distributing industries to manufacturers and consumers. Available from *American Metal Market.*

8034. *Your Multi-Billion Dollar Automotive Market.*

This 43-page booklet provides statistical data on metal content, trends, sales, production, and registration of autos, trucks, buses; automotive products; and lists leading manufacturers and parts makers. Published by *American Metal Market.*

8035. *Soviet Aluminum Industry.*

Based on Russian language documents, this 25-page analytical report on Soviet aluminum industry contains data on processes, estimated production, diagramatic maps and a gazeteer of mining and refining centers. Also included is a report on Soviet and Hungarian bauxite production. Price is $25, from *American Metal Market.*

8036. *How to Sell the Big Four in Pipelining.*

The four top brackets in pipe line management and operation were surveyed for this study of buying influence on the equipment market for pump stations, pipe coating and maintenance equipment. It is published by *Pipe Line News.*

8037. *Missile and Space Flight Market.*

This ten-minute color slide film analyzes expenditures in the missile/space field by type of vehicle, component parts, and the prime subcontractors connected with each system. Includes a media file on the market. Showings arranged by *Missiles & Rockets.*

8038. *Textile Industries Market and Media File.*

In this folder are materials describing the textile market; geographic distribution of productive textile machinery by states; a study of buying habits in textile mills; and a flow chart for a typical mill. Published by *Textile Industries.*

8039. *Facts About the Nation's Knitting Industry.*

Data relating to the knitting market have been compiled in this brochure, which includes a tabulation of knit goods manufactures; knitting mill equipment; hosiery statistics; production of various categories of knitwear and knit cloth. Available from *The Knitter.*

8040. *The Manufacturing Meat Industry.*

Detailed production charts on the meat industry have been gathered for this brochure, including products, livestock, plants and equipment, plus the prospects for expansion. It is published by *The National Provisioner.*

8041. *The Chemical Week Subscriber Profile.*

Subscribers to *Chemical Week* were surveyed for this report. The kind and size of business; position and authority; buying influence by product group; limit on purchases and personal data are tabulated. It is published by *Chemical Week.*

8042. *Chemical Week Marketing Guide to the Chemical Process Industries.*

In this handbook is a folder describing the chemical process industries, the goods and services they buy; their past, present and future growth; capital and other expenditures; as well as sales and advertising aids. Available from *Chemical Week.*

8043. *Prefabricated Buildings and Panels.*

This is an analysis of the market for this equipment in the chemical process industries. Details of the extent of use, kinds of materials, applications, brands, user experiences, desirable qualities, purchase procedures, buying influences and distribution channels are given. Published by *Chemical Week.*

8044. *Truck Trailers in the Chemical Process Industries.*

This report on the market for truck trailers in the chemical process industries has figures on the types of trailers used, and the purposes served, the size of vehicles and industry expenditures; owned and hired trailers. From *Chemical Week.*

8045. *Petrochemicals.*

Information on the petrochemical market is presented in this 16-page booklet. It lists capital expenditures, output by major products, plant locations and capacities and a directory of producers. Published by *Chemical Week.*

8046. *Will Waxes Meet the Production Challenge?*

Chemical Week has projected the demand for petroleum waxes and wax products from 1956 to 1957 in this report. Available from *Chemical Week.*

8047. *Man-Made Fibers on Move.*

Information about the production and market for man-made fibers is presented in this 24-page report. The location of the plants, the kind and amount of fibers produced and prospects for the future are included with a directory of manufacturers. Published by *Chemical Week.*

8048. *Plan '59 Modernization for the Chemical Process Industries.*

This report on obsolescence of chemical process equipment describes the modernization needed for more profitable production in process, instrumentation, maintenance, materials handling, utilities research, sales and administration. It is published by *Chemical Week.*

8049. *Forecast '59.*

Data from previous years are used as the basis for predictions on capital expenditures, sales, profits and research in the major segments of the chemical process industries in 1959. The report is offered by *Chemical Week.*

8050. *How Metalworking Buys Studies.*

Information obtained in interviews with a probability sample of metalworking executives is analyzed for this report on purchase-decision patterns. Eighteen individual studies on different classes of equipment and services make up the set, which is available free to advertisers and agencies, $25 to others from *Iron Age.*

8051. 1958/'59 *Fact File.*

A description of the chemical process industries market, its size, growth and purchasing power is offered in this eight-page market and media fact file. It is published by *Chemical Week.*

8052. *What the Doctor Ordered.*

A brochure designed for the advertiser of chemicals and raw materials includes statistics on the present status and future growth of the chemical process industry. Detailed circulation information is also offered, by *Chemical Week.*

8053. *Twenty-Nine Company Buying Influence and Magazine Preference Study.*

This is an industry-wide study of buying influences and reading preferences of men who buy in the chemical process industries. Details are given for 41 items of equipment, materials and services. Published by *Chemical Week.*

8054. *Census of Chemical Process Plants in* 1958.

This study contains a complete breakdown of plants and employes in the chemical process industries by 18 major segments; all plants with 20 or more employes categorized by size, industry branch, state and major industrial centers. Published by *Chemical Week.*

8055. *Metalworking Market, Men.*

In this brochure on the size, future growth, workers, products and plants of the metalworking industry, and the role of the production executive and engineer is detailed, by *American Machinist.*

8056. *Tool Steel.*

Figures provided by the American Iron & Steel Institute are used in this study to describe the consumption of tool steel in metalworking production equipment. Published by *American Machinist.*

8057. *Bearings.*

The metalworking market for rolling and sliding bearings is described in this study, which gives statistics on annual bearings volume, consumption by industry, and buying influence data for the production executive and engineer. Published by the *American Machinist.*

8058. *Electrical Products.*

A market study on the present and future trends in the electrical equipment industry, lists the major industry divisions, and discusses the types of machine tools they use. Published by *American Machinist.*

8059. *Metalworking Production Machinery.*

In this study metalworking production machinery is described; also the location, number and size of its plants; the dollar volume of domestic and foreign shipments; what it buys; and the type and number of its products. Published by *American Machinist.*

8060. *The Eighth Inventory of Metalworking Equipment*—1958.

This book gives the total number

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of each of 167 types of equipment surveyed; the number of each that are between 10 and 20 years old; over 20 years old; and analyzes obsolescence by equipment within 16 industries and 24 geographical areas. Priced at $2 by *American Machinist*.

8061. *Appliance Study.*
A study of the appliance industry division of metalworking, this brochure gives the current problems, developments and future potential, as well as a ten-year comparison of appliance sales, levels of market saturation, replacement and manufacturers by product. Published by *Product Engineering*.

8062. *AMPERD Trends Report No. 1.*
Future trends in the major metalworking industries by SIC categories is the subject of this report. It is published by *American Machinist*.

8063. *A Profile of Dun's Review & Modern Industry.*
This study gives titles and functions; types of business; size, sales and pension plans of companies; truck and auto operations, purchasing influence, personal income and investments, community influence, auto purchases and insurance carried for the readers of *Dun's Review & Modern Industry*.

8064. *U. S. Steel Study.*
This pamphlet outlines the applications of most interest in the specification and selection of metals and alloys, as it is the concern of the mechanical engineer, and determines whether steel is specified by brand name. Published by *Mechanical Engineering*.

8065. *Product Engineering 1959 Fact File.*
A booklet describing the extent of the original equipment market, the importance of the design engineer as a buying influence, and circulation information has been prepared by *Product Engineering*.

8066. *Aircraft Industry.*
This study of the aircraft industry provides facts on sales, trends, design and developments for private, commercial and military aviation. Available from *Product Engineering*.

8067. *Automotive Industry.*
This roundup of data on the automotive industry includes production and sales of domestic and imported automobiles, trucks, buses and other equipment. It discusses economic and design trends, and expected volume for 1959. Published by *Product Engineering*.

8068. *Adhesives Study.*
The adhesives study discusses the rapid growth of the industry through increased product development and application. Major companies and their roles in this industry are discussed. Published by *Product Engineering*.

8069. *Product Engineering Trend Reports No. 1-3.*
These reports discuss current trends within the major metalworking industries, with emphasis on new research and product development being carried on. Published by *Product Engineering*.

8070. *Product Engineering Index of the Original Equipment Market.*
This index describes the size and scope of the original equipment market, and gives detailed information on the 118 largest companies in the industry. Available from *Product Engineering*.

8071. *Cover the Market for Steel.*
A description of the automotive market for steel is contained in this brochure, along with an analysis of the *SAE Journal* and *SAE Handbook* coverage of the market. Published by the *SAE Journal*.

8072. *Rural Electric Systems' Purchasing.*
A booklet containing data on the rural electric systems' purchases of apparatus and equipment for construction and operation as well as data concerning promotion of electric appliances among the customers of REA cooperatives is offered by *Rural Electrification Magazine*.

8073. *Plant Engineering Today.*
This study gives current information on readers' job responsibilities, and a plant engineering department's responsibilities for maintaining, utilizing and purchasing 22 categories of equipment and materials. Published by *Plant Engineering*.

8074. *Equipment Responsibility Study.*
This is a report on readers' re-

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34TH in GASOLINE and SERVICE STATION SALES*
39TH in DRUG SALES*
41ST in RETAIL SALES*
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TOTAL FAMILIES
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RETAIL SALES
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TOTAL TV HOMES
370,100
TV Mag. March '59

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Available Market Data—Industrial

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sponsibilities for maintaining, utilizing and purchasing major field equipment such as: steam turbines, pumps, instruments and controls, heat exchangers and lubrication equipment. Also includes boiler and electric generating capacities of plants and fuels used. From *Plant Engineering.*

8075. *Equipment Cleaning Study.*
Power Engineering conducted a survey of chemical vs. mechanical cleaning for boilers, feedwater heaters, pumps and motors; the types of chemical cleaners used and brands preferred; and annual costs for chemical cleaning compounds. Published by *Power Engineering.*

8076. *Equipment Cleaning Study.*
Plant Engineering conducted this study of chemical vs. mechanical cleaning for equipment such as heat exchangers, pumps, motors, and process equipment; the types of chemical cleaners used and brands preferred; and annual costs for chemical cleaning compounds. Available from *Plant Engineering.*

8077. *Materials Handling Study.*
This study covers the specifying and maintenance responsibilities of plant engineering departments for conveyors, overhead traveling cranes, packaging equipment and industrial trucks. Also includes kinds and quantities of material handling equipment used, and sources of information on such equipment. From *Plant Engineering.*

8078. *Anti-friction and Plain Bearings Marketing Study.*
A report covering the specifying and purchasing practices and responsibilities, favorable and unfavorable features of bearings and bearings packaging, brand preferences for sleeve, roller and ball bearings and split and solid pillow blocks is offered by *Plant Engineering.*

8079. *Facts about the Oil Drilling-Producing Industry.*
A 32-page, graphically illustrated brochure on oil industry trends, equipment used, identification of buying power, proposed expenditures, and on exploration, drilling and production activities, techniques and practices, with review and forecast information, is published by *World Oil.*

8080. *Facts about the Oil and Gas Pipe Line Industry.*
Data on this market include capital expenditures, equipment used and technical trends in the industry, as well as a review and forecast for the business, identification of buying power and information on specialized selling techniques needed. Published by *Pipe Line Industry.*

8081. *Picture Story of Equipment and Services Used in Oil Refining Processes.*
Market facts about the oil, gas and petrochemical processing industry, their refining processes and finished products are presented in this eight-page broadside by *Petroleum Refiner.*

8082. *Refinery Catalog Data.*
Data on the scope and geographical distribution of the oil, gas and petrochemical processing market are included in this guide to increased sales through better cataloging methods. It is published by *Refinery Catalog.*

8083. *Buying Power Sheets for Industrial Advertisers.*
This pamphlet is a check-list report of metalworking markets and *Metal Progress* readers who buy or specify in them. Individual sheets cover the specific categories of the market.

8084. *Cutting Fluid Selection.*
Metal Progress readers were questioned about their use of cutting fluids, factors influencing their purchases, numbers of suppliers used; their products, equipment and types of materials. Published by *Metal Progress.*

8085. *Metalworking's Tremendous Gains in the South.*
Based on the Bureau of the Census' figures and *Sales Management's* "Survey of Industrial Buying Power" this study documents the importance of the South as a metalworking market. 12 charts compare West, South and North employe figures. Published by American Society for Metals.

8086. *Marketing Analysis of Home Building.*
Market data and trends from government and business sources have been compiled for this report on the location, size, type and cost of home built and remodeled. Also has information on prefabricators, architects, realtors, lenders and dealers, and the model home. Published by *House & Home.*

8087. *Maintenance 20-Plant Study.*
This study reveals the names of plants, personnel interviewed, annual maintenance budgets, total number of employes, total maintenance employes and their job titles, and major maintenance problems for the group surveyed. Published by *Maintenance Magazine.*

8088. *Petroleum Engineer Basic Annual Presentation.*
Job classifications, titles, expenditures, potential construction, present facilities, lists of products and services used in the oil and gas industries purchasing areas, are printed on separate inserts for drilling, producing, pipelining, refining and gas processing. These four reports are offered in one folder by *Petroleum Engineer.*

8089. *American Gas Journal Basic Annual Presentation.*
This report gives an analysis of the three phases of natural gas production, transmission and distribution; the market's purchasing potential; and a chart of natural gas flow from well to consumer. From *American Gas Journal.*

8090. *Defense Budget—Expenditures* 1955-60.
Department of Defense total expenditures have been tabulated for this report into major budget categories for fiscal years 1955 through 1960. Available from *Armed Forces Management.*

8091. *Armed Forces Management.*
In this brochure is found a breakdown of current armed services expenditures totalling 45 billion dollars annually, with predicted increases through 1963. Published by *Armed Forces Management.*

8093. *Air Cargo Industry.*
A brochure which gives a description of the air cargo industry and information about its market is published by *Air Cargo.*

8094. *Plant Fire Brigades* (210H-758).
This study tells the percentage and type of industrial plant that has an employe fire brigade; how many men are in the brigades; how much training they get; amounts of motorized equipment, fire hose and extinguishers that they use. Published by *Occupational Hazards.*

8095. *Distribution of Safety Equipment* (178H).
This study tabulates by percentages the types of safety equipment most heavily stocked and sold by distributors across the country, and the items bringing highest dollar volume. Also gives market changes for the last three years. Published by *Occupational Hazards.*

8096. *Markets are Men on the Move* (139H).
This brochure contains information about the man in charge of plant safety; how often his job is full time or part time; what other jobs he performs; and an estimate of the total yearly market. Published by *Occupational Hazards.*

8097. *Office Equipment.*
A study to determine the purchasing power of *Forbes* subscribers for office equipment, containing data on the value of top level readership in the authorization and recommendation of this equipment, and on industry and company size. Available from *Forbes Magazine.*

8098. *Rock Products Production Estimates*, 1959.
A review of 1958 and forecasts for 1959 for Portland cement, crushed stone, sand and gravel, lime, gypsum, processed slag and lightweight aggregates. It relates nonmetallic minerals industry data to the construction field. Published by Maclean-Hunter, Chicago.

8099. *Concrete Products Production Estimates*, 1959.
A review of past production and forecasts of expected production for 1959 in concrete masonry (block), precast concrete, prestressed concrete, and concrete pipe. It relates concrete products industry to both the Portland cement and aggregates industries. Published by Maclean-Hunter, Chicago.

8100. *Chemical Engineering Data Sheets.*
A series of brochures and data sheets covering various aspects of the chemical engineering field has been published by *Chemical Engineering.* The current brochures follow:

8101. *Market for Water Treatment Chemicals: Chemicals Used, Quantity.*

8102. *Breakdown of Water Consumption by Chemical Process Industries.*

8103. *Consulting Engineers, Construction Firms Serving CPI.*

8104. *Data on Air Pollution Control, Contaminants, Equipment.*

8105. *Chemicals Consumption in Petroleum Industry.*

8106. *Types of Valves Used in Chemical Process Industries.*

8107. *Types of Plastic Valves in CPI.*

8108. *Trailer Trucks, Shipments, Types Used in CPI.*

8109. *Types, Amounts of Railroad Equipment Used in CPI.*

8110. *Use of Multiwall Bags in CPI.*

8111. *CPI Growth by Value of Shipments*, 1947-54.

8112. *Metalworking Market Data.*
The 1958 edition of "Basic Marketing Data on Metalworking" gives number of plant workers and number of plants in industrial areas and by states, and classified by SIC code. Available, for $25,

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from *Iron Age.* In addition, *Iron Age* offers brochures of data on types of executives and extent of influence on purchasing in the following industries:

8113. *Materials Handling Equipment.*

8114. *Steel Mill and Foundry Equipment.*

8115. *Materials.*

8116. *Engineering Products and Services.*

8117. *Capital Equipment.*

8118. *Power Transmission Equipment.*

8119. *Hydraulic and Pneumatic Parts.*

8120. *Plant Service Equipment.*

8121. *Ferrous Metals and Mill Products.*

8122. *Electric Motors and Components.*

8123. *Non-Metallic Materials.*

8124. *Component Parts.*

8125. *Non-Ferrous Metals.*

8126. *Manufactured Parts, Components.*

8127. *Heat Treating Equipment.*

8128. *Machine Tools and Other Metalworking Equipment.*

8129. *Welding Equipment.*

8130. *Metal Cleaning and Other Finishing Equipment.*

8131. *The Electronic Original Equipment Market and Electronic Design.*
This market and media file describes the $7.6 billion electronics industry and gives a breakdown on the sales of products for the past years. It is available from the Hayden Publishing Co.

8132. *Fifth Annual Audit of Brand Recognition.*
Electronic Design subscribers were asked which manufacturers they would consider in purchasing 48 categories of electronic equipment, also which companies they would consider working for. Results are published in this report by the Hayden Publishing Co.

8133. *Plant and Personnel Directory.*
The plant-by-plant capacity of crude-oil refineries, field processing plants and petrochemical plants in the petroleum industry, along with geographical and company breakdowns for the U. S. and Canada, are presented in this book, along with data on individual plants and personnel. The cost is $20 from Oil & *Gas Journal.*

8134. *Electronic Industries Marketing Guide.*
An independent survey of over 96% of all known manufacturers in the electronic market yielded the data including the state-by-state, product-by-product compilation of information for 4,500 companies. It can be leased for a three-year period for $250 from *Electronic Industries.*

8135. *Industrial Buying Preferences.*
The data sheets in this report show the results of a 1958 study of manufacturer recognition in connection with 78 categories (186 different components, materials and services used by industrial firms). Individual sheets are obtainable from the Rogers Publishing Co.

8136. *Engineers' Specification Preference Study.*
The preference design engineers show for various manufacturers when they specify components and materials was obtained by a survey of *Design News* subscribers. Data sheets on 65 product groups are included in the report. Individual sheets are available from the Rogers Publishing Co.

8137. *Engineers' Electrical Specification Preference Study.*
Data sheets in this study indicate the preference of electrical design engineers for various manufacturers when they specify electrical components and materials in 66 product categories. Individual sheets are available from the Rogers Publishing Co.

8138. *Buying Power of Metal Show Visitors.*
Results of questionnaires returned by registered visitors to the Cleveland Metal Show are presented in a brochure which documents the buying power represented by these respondents. Published by the American Society for Metals, Cleveland.

8139. *Petroleum Panorama.*
A 662-page volume published to commemorate the centennial of the petroleum industry, it provides a complete record of events and techniques that have marked the industry's progress, as well as other basic data on the petroleum industry. Published at $2.50 (hard cover $7.50) by *Oil & Gas Journal.*

8140. *Industrial Quality Control People Classified by Function.*
The circulation analysis in this presentation includes kinds of business by SIC and occupational functions of *Industrial Quality Control's* subscribers in all types of manufacturing and processing industries. Published by American Society for Quality Control.

8141. *Future Trends in Conveyor and Accessory Usage.*
Men who influence the purchase of materials handling equipment in large manufacturing and distributing firms were surveyed on their use of conveyors and accessories, by industry, and on estimated expenditures for 1959 and 1960. Separate reports on types of conveyors used, conveyor footage, and accessories used are available from *Modern Materials Handling.*

8142. *An Inventory of Industrial Trucks Used in Yard Handling.*
Men who influence the purchase of yard handling equipment in large firms were surveyed for information on their use of industrial trucks. Separate reports on straddle carriers type, crane type, side loader type and rider type are published by *Modern Materials Handling.*

8143. *An Inventory of Cranes Used in Yard Handling.*
The use in industrial plants of cranes in yard handling activities was surveyed for this study. Separate reports on bridge type, whirley type, gantry type and ore bridge type cranes may be obtained from *Modern Materials Handling.*

8144. *An Inventory of Communication Systems Used in Yard Handling.*
The use in industrial plants of communication systems in yard handling activities was surveyed

Available Market Data—Industrial

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for this report, which is published by *Modern Materials Handling.*

8145. *An Inventory of Work-Area Lighting Facilities.*
Work-area lighting facilities used by industrial plants in yard handling activities, in terms of units in use and number of plants using these facilities is given in this survey published by *Modern Materials Handling.*

8146. *The Market for Fencing in Plants with Yard Handling Activities.*
Large industrial plants which have yard handling operations were surveyed about their use of fencing and their need for additional fencing. The study is obtainable from *Modern Materials Handling.*

8147. *The Market for Wheels on Industrial Trucks.*
A description of the market for wheels used on industrial trucks in plants employing 100 or more. It includes inventory data on powered and non-powered trucks by industry and age, and replacement market for wheels. From *Modern Materials Handling.*

8148. *Paper Industry Leads Way out of Recession.*
A review of the paper industry with data on capacity and production is contained in this reprint, along with a forecast of prospects for 1959. Published by *Paper Trade Journal.*

8149. *The Market for Equipment in the Pulp and Paper Industries.*
Questionnaires returned by a panel of pulp and paper mill executives furnished the data for this study of the paper industry market. Separate reports are available on the markets for valves, powered industrial trucks, motors, air compressors, from *Paper Trade Journal.*

8150. *Heavy Construction Equipment Marketing Map.*
This 2x3' map shows the portion of the equipment market occupied by each region and state, plus 307 key U. S. counties. Price is $2 from *Construction Equipment Magazine.*

8151. *Influence of Contractor Size on the Ownership of Construction Equipment.*
This survey of contractors gives information on 13 major types of construction machinery, and shows the density of equipment ownership by contractors in eight different size categories. Published by *Construction Equipment Magazine.*

8152. *How to Put a Yardstick on the Heavy Construction Equipment Market.*
This booklet offers a simple method of estimating the construction equipment market potential of U. S. counties, giving census data on 307 counties that make up 65.5% of the total market. Available from *Construction Equipment Magazine.*

8153. *12th Annual Report of Gas Industry Construction Projects.*
This report gives the budgets of gas companies for new construction in 1959. Total expenditures of $2,241,194,000 budgeted by 220 companies are broken down by companies and by categories. From *Gas* magazine.

8154. *The Great Natural Gas Industry.*
An analysis of the gas industry of the U. S. and Canada, showing types of companies and how they function, the extent of present facilities and customers, and estimated growth prospects through 1970. Published by *Gas.*

8155. *Use of Plastic Pipe and Fittings in the Gas Industry.*
This report contains 64 pages of reprints from *Gas* dealing with the use of plastic pipe and fittings in the gas industry, in a survey section, a technical section and a practical applications section. Published by *Gas.*

8156. *Market Report on the LPG Industry—1959.*
A survey made among a cross-section of L.P. gas dealers in the five regions set up by the U. S. Bureau of Mines gives data on various phases of the operations of reporting dealers, with sales volumes in 1958 and expected in 1959. Published by *Butane-Propane News.*

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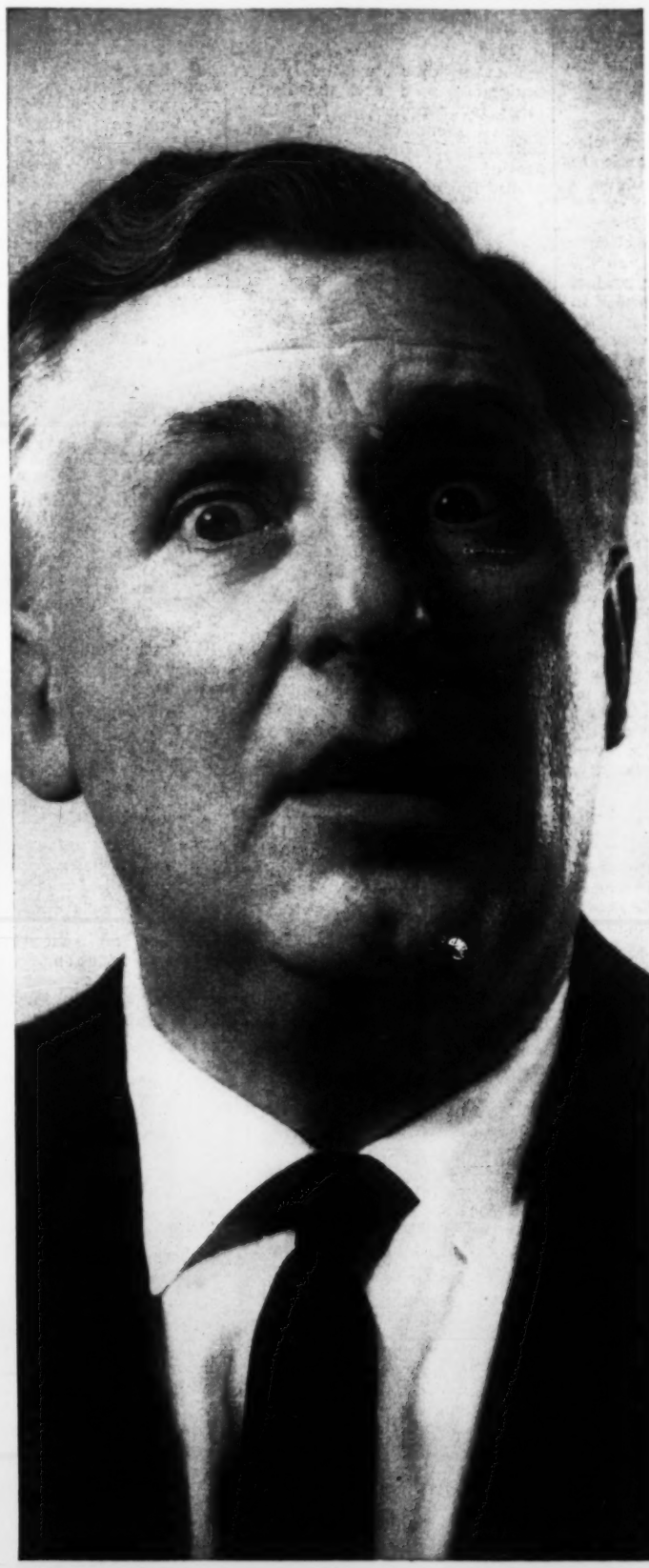

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8157. *Scope and Size of Ceramic Production in the United States.*
This report on the ceramic market describes the production of various types of ceramic products, the expenditures of manufacturers, and a statistical summary of ceramic manufacturing. Published by the *American Ceramic Society Bulletin.*

8158. *Sewage and Industrial Wastes Market.*
Information about the sewage and wastes field, with details of the products used and anticipated needs are included in this booklet published by the Federation of Sewage & Industrial Wastes Assns.

8159. *Aviation Industry Market Study.*
In this annual review and preview of aviation and space technology markets is found an analysis of military, commercial and general aviation markets, with a discussion of the weapon system concept for companies interested in sales to the military. Published by *Aviation Week.*

8160. *Size of Computer Market.*
This special market study of the estimated sales of analog and digital computers is based on a survey of computer manufacturers. Available from *Aviation Week.*

8161. *A Blueprint of the Appliance Manufacturing Market.*
This survey establishes the buying influences for particular products within an appliance manufacturing plant. It is published by *Appliance Manufacturer Magazine.*

8162. *Five-Year Picture of Appliance Manufacturers' Sales.*
The number of units of the different categories of appliances sold during each of the past five years is presented in this table by *Appliance Manufacturer Magazine.*

8163. *Equipment Ownership among Highway, Heavy Building and other Heavy Construction Companies.*
A series of studies of 97 individual products based on analysis of the actual equipment lists of 1,160 construction companies. Data are presented by annual business volume of the contractor and by type of construction. Published by *Contractors & Engineers.*

8164. *Foundry Industry "Plans to Buy" Study.*
Based on a questionnaire sent to 2,800 foundries, this report analyzes the outlook for 1959 foundry industry production, and reviews equipment buying plans for the coming year. Published by *Foundry.*

8165. *Industrial Distribution and Marketing Map.*
This 25x40" map of the U. S. shows (1) value added by manufacturer in counties and (2) location and number of industrial distributors in each locality. It is published at $2 per copy by *Industrial Distribution.*

8166. *Corrosion Engineers.*
A sheet giving materials engineering activities of corrosion engineers in 16 leading U. S. chemical companies is available from *Corrosion.*

8167. *Dodge Construction Contract Statistics.*
Detailed construction contract statistics covering 87 different project types are available for any or all market areas or by counties throughout the United States. The price is subject to area and project breakdown, by the F. W. Dodge Corp.

8168. *Your Key to Buying Power in the Ceramics and Heavy Clay Products Industry.*
Ceramic Data Book conducted this study of the purchasing power of the fine ceramic and heavy clay products industry, which includes data on buying intentions in dollar volume during the next 12 months.

8169. *Clay Industry's Future.*
A survey of present and future expected business conditions in the heavy clay products industry, including expected capital expenditures; new products in process; and research plans; with information on expected advertising budgets. Published by *Brick & Clay Record.*

8170. *Ten-Year Club Scans Ceramics Future.*
A brochure containing predictions for the next ten years in the ceramics industry, analyzing the economic factors in these predictions. Data are presented for whiteware, glass products, porcelain enameled products and electronic ceramics by *Ceramic Industry.*

8171. 1959 *Construction Forecast.*
This forecast of construction in Kansas and Western Missouri in 1959 includes a complete project-by-project breakdown of the Kansas highway program for 1959. Published by *Kansas Construction.*

8172. *Diesel Power Market.*
This report outlines diesel engine production for 1958 broken down by major vertical industries, showing total number of engines in use; approximate horsepower of engines in use and average overhaul periods for each industry. Published by *Diesel Power.*

8173. *Modern Railroads Diesel Maintenance Survey.*
A summary of diesel locomotives by builders, types, horsepower and number of units. It also lists class 1 railroads and the location of their diesel repair shops and whether they handle electrical, engine repair or major overhaul. Published by *Modern Railroads.*

8174. *All Buying is Local.*
This folder gives category-by-category breakdown of anticipated 1959 construction expenditures in Illinois, Indiana, Ohio, Kentucky and eastern Missouri. Available from *Construction Digest.*

8175. *Timberman Market Study.*
A study of the growing and harvesting of trees in the U. S., British Columbia and Alaska gives size of the market, volume of production, equipment and supplies consumed or provided. Published by the *Timberman.*

8176. *Lumberman Market Study.*
A review of manufacturing in the forest products industry gives data on lumber, plywood, board and wood manufacturing. Estimated annual use of machines and supplies are also given in this brochure which is available from the *Lumberman.*

8177. *Continuing Survey of Logging Equipment Used and Supplies Consumed,* 1958.
A selected group of logging operators was questioned about the type of heaving equipment used and amount of money spent for supplies in 1958. The information on equipment is related to log production. Published by the *Timberman.*

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8178. *Continuing Survey Among Lumber Mills of Equipment Used and Supplies Consumed,* 1958.
This survey shows the type of equipment used and the dollars spent for supplies in 1958 by a selected group of lumber manufacturers. The data are related to size of mill and production capacity. Published by the *Lumberman.*

8179. *Lubrication Market Data—Sawmills and Logging Operations.*
This survey of sawmills and logging operators reports the amount of grease and oil consumed related to production of logs and lumber. Published by the *Lumberman* and the *Timberman.*

8180. *Outlook for the Electronics Industry.*
An estimate of electronic industry sales in 1958 and a forecast for 1959 are presented in this report, with separate estimates and forecasts for major segments of the industry. Published by *Electronics.*

8181. *Geographic Distribution of Electronics Companies.*
Electronics has prepared this pamphlet showing the number of U. S. electronics companies by states and by regions.

8182. *West Coast Electronics.*
Sales of electronic products in the 11 western states from 1956-1958 are given in this report, also sales by firms located in the main metropolitan centers, along with figures on number of plants and employment. Published by *Electronics.*

8183. *Special Purpose Tubes.*
Estimates of sales of various special purpose tubes in 1958 and 1959 are offered in this report by *Electronics.*

8184. *Sales of Military Electronic Equipment and Replacement Parts.*
Figures on the sale of military electronic equipment and replacement parts for the years 1956-59 are given in this report, with breakdowns by major procurement categories. Published by *Electronics.*

8185. *Building Exteriors.*
This survey conducted among owners and managers of commercial buildings contains information on curtain wall systems, entrance doors and windows being purchased for new construction and modernization. It shows types of materials preferred, ranking importance of principals in design, material and brand selection. Published by *Buildings.*

8186. *Wall Coverings in the Commercial Building Market.*
This industry-wide survey of owners and managers reports on the types of wall coverings preferred, where they are being used, and the reasons given for choosing wall coverings. Published by *Buildings.*

8187. *Commercial Lighting.*
A study of lighting fixture demand, purchasing habits, purchasing sources, types preferred, brand preferences, buying influences and location of installations in commercial buildings. Based on a survey of operators buying new lighting for their buildings. Published by *Buildings.*

8188. *Floor Coverings in the Commercial Building Market.*
A survey of commercial building operators reveals the number installing floor coverings, where it is being installed, types used and kinds of buildings involved, along with brand preferences and buying influences. Published by *Buildings.*

8189. *Market & Media File of Nucleonics.*
A description of the nucleonics market in terms of size, reactor markets, instruments, reactor materials, fuels, radiation, and export business, is offered with information on *Nucleonics.*

8190. *Nuclear Reactors—Purchasing Authority in Universities.*
This survey of buying influences in the university reactor market is published by *Nucleonics.*

8191. *Selected Reprints of Space Technology.*
Articles on space technology covering a wide range of hardware and other items associated with this new aviation industry market are offered by *Space/Aeronautics.*

8192. *Aviation Week Market Letter.*
This monthly newsletter covers recent developments in all branches of the aviation industry at home and abroad. It contains defense news, listings of military contracts and digests of latest technical, management and financial developments. Published by *Aviation Week.*

8193. *Appliance Newsletter.*
Latest information on current trends within the appliance manufacturing market is published in a monthly newsletter by *Appliance Manufacturer.*

8194. *Engineering Test Reactor Costs.*
The actual cost of equipment for an engineering test reactor are published in this report by *Nucleonics.* Separate sections are available dealing with valves, motors, pumps and instruments.

8195. *Church Building Design in a Modern Spirit.*
A reprint from *Building Types News* summarizes current data on church income and new building requirements and forecasts the building market for 1959. Available from the *Christian Herald.*

8196. *Coal Conveyor Belting in the Coal-Use Industry.*
A market research study based on information from 1,191 coal consuming industries covers the use of conveyor belting in electric utilities, general industry and retail coal, with figures on the present and future market. From Mechanization Inc.

8197. *Wire Rope Consumption in the Coal Use Industry.*
This market survey covers the new and replacement market for wire rope primarily used in unloading coal from barges and boats, with a complete tabulation on sizes and weights. Based on surveys of coal consuming electrical utility plants, it is available from Mechanization Inc.

8198. *The Blue Book of Southern Progress.*
This book contains original material from many sources on more than 30 industries and other economic indices in the 15-state South. Also contains the names of manufacturing plants employing 100 or more, arranged geographically. $3 per copy from Conway Publications Inc.

8199. *Survey of the Office Market.*
A study of the office market and the executives who buy for it includes titles of executives; their degree of purchasing responsibility; industry groups; number of general and office employes; sizes of offices; their equipment and expenditures contemplated. Published by *Office Management.*

8200. *Survey Report and Automation Forecast.*
A 16-page report showing how industry will spend $5 billion for automation in 1959. This survey of 17,000 plants reveals market trends and sheds new light on U.S. industrial markets. Published by *Automation.*

8201. *Data Sheets on the Automation Market.*
Two-page data sheets providing marketing information on data processing equipment; electric and electronic controls; electric motors; lubricants; lubricating systems; packaging equipment; process instruments and controls; numerical tape and card controls; pneumatic power and control are available from *Automation.*

8202. *Who Buys Materials Handling Products in the Metalworking Industry?*
This buying influence study shows who buys; how they buy; from whom buying information is received; and when materials handling equipment is bought. Published by *Steel*.

8203. *Basic Metals Study.*
A study delineating the markets, applications and buying practices for more than 15 major ferrous and nonferrous metals is available from *Steel*.

8204. *The Motor Carrier—Railroad—Private Carrier Executive Group Served by Traffic World as a Market for Trucks, Trailers and Accessories.*
Traffic World subscribers were surveyed for a report which indicates the numbers of vehicles owned and the titles of persons responsible for their purchase.

8205. *Market and Media Folder.*
A description of the freight transportation and distribution market, and related services and equipment; with information on the coverage of the market by *Traffic World*.

8206. *Total Freight Bill of Shippers who Subscribe to Traffic World.*
The average yearly expenditures for freight transportation by shipper companies subscribing to *Traffic World* are broken down by operation of carrier equipment; public warehousing; own warehousing and rehandling; other shipping costs; passenger transportation; transferring household goods of employes.

8207. *The Use of Public Warehouses by Shipper Companies.*
A study indicating the extent of use of public warehouses, and the responsibility for specifying the use of warehousing is available from *Traffic World*.

8208. *Traffic Department Responsibility in Industrial Plant Location.*
A survey conducted by *Traffic World* reports on the percentage of industrial traffic managers consulted on location of new plants by their companies. Gives data on other functions of traffic managers.

8209. *What is the Role of Industrial Traffic Managers and Carrier Traffic Executives in the Purchase of Materials Handling Equipment and Shipping Containers?*
Trends in the participation of industrial traffic managers and carrier traffic executives in the selection of materials handling equipment and shipping containers are published in this report by *Traffic World*.

8210. *How to Sell Effectively to Architectural Organizations.*
This booklet studies architectural firm practices and structure, relative buying influences in the field, and recommended approaches for marketing building products. Published by *Progressive Architecture*, at 50¢ per copy.

8211. *Progressive Architecture Pilot Client Study.*
A survey of owners of 100 recent building projects of different types (all P/A Design Award winners) reveals the source of buying decisions in 10 categories of building products. From *Progressive Architecture*.

8212. *Sales and Marketing Map.*
This marketing map shows the location of over 21,000 employing electrical contractors and more than 2,314 verified electric wholesalers. From *Contractors' Electrical Equipment*.

8213. *Market Balanced Coverage.*
This circulation study by *Electrical Equipment* shows plant-by-plant and reader-by-reader penetration based upon research and development activities, capital expenditures, consumption of electrical energy and value added by manufacture in the original equipment and electrical-electronic field.

8214. *Market & Media Facts Covering the Entire Electronic Original Equipment Market.*
An analysis of the electronic original equipment market and the type of manufacturing plants included in it is presented in this folder by *Electronic Equipment Engineering*, plus its services to this market.

8215. *Railway Age Market and Media Facts.*
A booklet containing a description of the market served by *Railway Age*, giving current size of the market, and an analysis of

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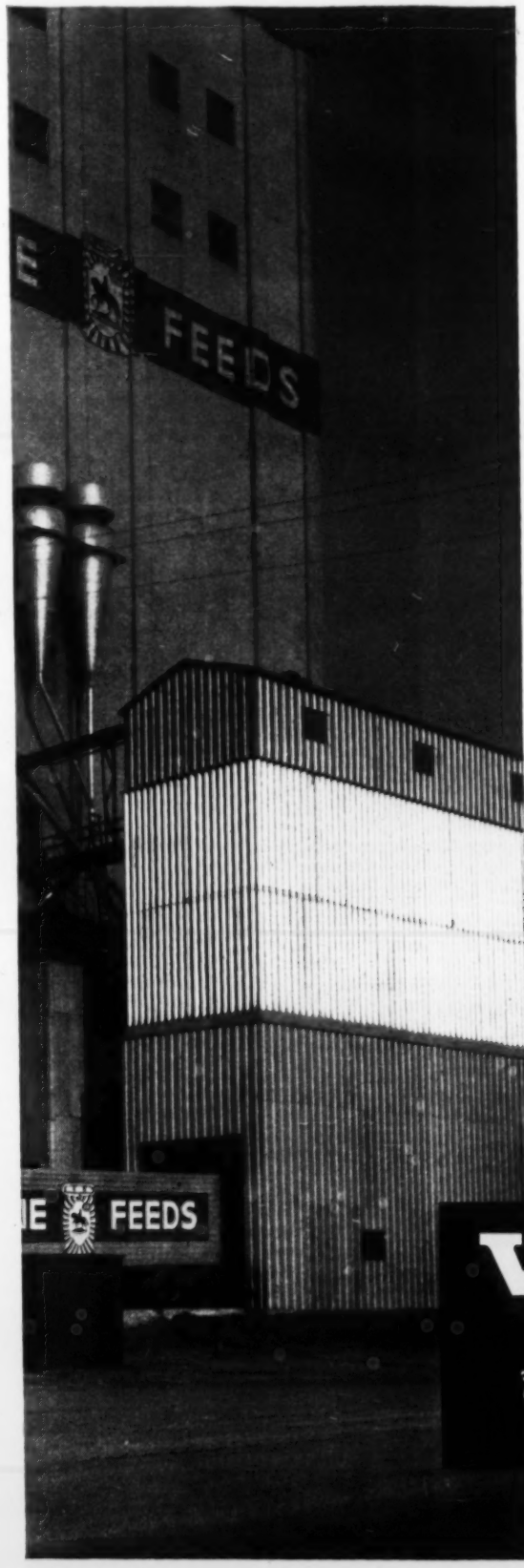

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Available Market Data—Industrial

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8216. *Marine/Engineering Log Market and Media Facts.*
This booklet contains a description of the market served by *Marine Engineering/Log*, giving current shipbuilding and ship operating data, an analysis of the personnel in the industry, and a forecast of activity in the 1959-60 market.

8217. *Railway Locomotives and Cars Market and Media Facts.*
A study containing an analysis of the market for railway locomotives and cars, showing the size, makeup and functions of its personnel. Published by *Railway Locomotives and Cars.*

8218. *Railway Signaling and Communications Market and Media Facts.*
A description of the market for railway signaling and communications equipment, showing the volume, makeup, positions of its personnel, is offered in this 12-page booklet by *Railway Age.*

8219. *American Builder Market and Media Facts.*
This booklet on the light construction industry gives the dollar volume for the different activities included, and an estimate of expenditures during 1959, as well as a circulation analysis. Published by *American Builder.*

8220. *How to Build for Bigger Sales in 1959's $5.9 Billion Marine Market.*
Data on the marine market, with statistics on merchant and naval shipbuilding under way and projected are published in this brochure by *Marine Engineering/Log.*

8221. *Markets on the Move: the Dynamics of Housing Demand in Major Areas of Change.*
A survey of 50 leading standard metropolitan areas, showing the rate of current housing activity and the projected rate of increase or decline is the basis for *American Builder's* forecast of where the primary housing markets will be during the next five years.

8222. *How Marine Engineering/-Log Reaches Shore Personnel in 99.5% of Vessel Operating Companies.*
A survey showing the size and make-up of the active commercial U.S. flag fleet and *Marine Engineering/Log's* coverage of shoreside executive and operating officials is presented in this booklet.

8223. *Your Railway Market.*
The outlook for 1959 railroad purchases and capital expenditures, including an analysis of developments in railroad traffic, earnings and market outlook department by department. Shows purchases of fuel, material and supplies, insulation and protective coatings used, piggyback carloadings, etc. From *Railway Age.*

8224. *A Look at the Men Who Specify and Buy Railroad Products.*
A chart analysis showing the pattern of purchasing power on railroads, department by department. Illustrates organization of executive and managerial personnel in mechanical, engineering and maintenance, signaling and communications, purchases and stores departments. Published by *Railway Age.*

8225. *How American Builder Readers Operate.*
A survey of *American Builder's* builder-subscribers shows what kind of building is taking place and where. Operations include custom building; speculative building and remodeling. Also gives figures on purchases by builders.

8226. *Characteristics of American Builder Readers and of Their Operations.*
A survey of *American Builder's* subscribers analyzes the length of time the average builder has been in the industry, activities of builders by types of operations; membership in the NAHB, extent of building activity and other data.

8227. *Forecast for 1959 Building: Back in the Big Time?*
A detailed forecast for the building market for 1959 estimates the number of housing starts, value of construction, labor costs, builder profits, types of construction. Published by. *American Builder.*

8228. 1959 *Data Digest, Marine Engineering/Log.*
This 30-page market, editorial and circulation fact file has data showing current and projected shipbuilding and ship operating activities, including a description of both commercial and naval construction, plus an analysis of buying power. From *Marine Engineering/Log.*

8229. *Today's Top Chemical Trade.*
This reprint from *Chemical Engineering* outlines developments in fuels, organometallics, refractory metals, premium plastics, polymer molecule materials, synthetic fibers, petrochemicals, oral pharmaceuticals and liquid fertilizers.

8230. *The Growing $2.6 Billion Electronic Maintenance Market.*
Information about the market served by electronic technicians, volume in service and sales, their widely expanding activities, and the coverage of *Electronic Technician* in this field is presented in an illustrated folder.

8231. *Just Ask Your Salesmen.*
This study determines the importance of architectural firms in the sale of building products, materials and equipment, and the individuals in the architectural firms who are seen by the salesmen. Published by *Progressive Architecture.*

8232. *Machine Tool Data Sheets.*
Data sheets on the purchase and use of machine tools are offered by the Hitchcock Publishing Co. No. 304 deals with electric and air operated portable tools in wood working plants; 305 covers wet barrel finishing; 308 covers portable electric tools; and 310 deals with taps.

8233. *Machine Tool Census.*
Executives in metalworking plants with 50 or more employes were interviewed for this census, tabulated by the number of machine tools per plant. Individual reports are available for Onondaga County, Connecticut, Wisconsin, Massachusetts and Illinois from Sweet's Catalog Service.

8234. *Home Buying Power is Concentrated in the Light Construction Market.*
A six-state study of homebuilding activity taken from the Cumulative Activity Records of F. W. Dodge Corp. contains information on construction projects contemplated, planned or about to be started by more than 120,000 U. S architects, engineers, builders and general contractors. From Sweet's Catalog Service.

8235. *Appliance Industry Statistics 1954-1958.*
This booklet sets forth factory shipments of all major household appliances and equipment 1954-1958, in terms of units and dollars of factory sales. Manufacturers' inventory figures are included for 1957 and 1958. In addition, special marketing studies are available upon request on ten major classifications of appliances from the *Home Appliance Builder.*

8236. *Home Appliance Builder, Market Information File.*
Data on sales trends in the major appliance market and circulation information on the *Home Appliance Builder* are included in this market information file.

8237. *Electrical World Industry Statistics.*
This annual industry wide report on electric utilities contains data on construction expenditures, transmission and distribution expenditures, maintenance, sales, installed capacity and additions, and other information on customers, revenue, electrical manufacturing, appliances and station economics. From *Electrical World.*

8238. *Annual Electrical Industry Forecast.*
A brochure containing information on the outlook for peak loads and capability, construction budgets, residential kwhr sales, industrial kwhr sales, and commercial kwhr sales. Illustrated with graphs and tables, from *Electrical World.*

8239. *Annual Nuclear Power Report.*
This is a roundup of information on the operating power reactors in the United States, with tables giving the vital statistics of major power reactors. Published by *Electrical World.*

8240. *Modernization Series—Electrical Power Systems.*
Five reports on modernizing electric power systems deal with (1) modernizing generation to cut costs, (2) modernizing transmission to boost capacity, (3) modernizing distribution to improve service, (4) modernizing service functions to meet future growth, (5) modernizing industries and street lighting. All are available from *Electrical World.*

8241. *Aircraft and Missiles Annual Handbook.*
This digest contains market data on missiles, past, present and under development; missile prime and major sub-contractors with associated projects, products, dollar values and personnel; specifications and statistics on foreign and domestic aircraft and powerplants. Price is $1 from *Aircraft & Missiles Manufacturing.*

8242. *High Strength Steel and the Aircraft Industry.*
A study of the major classes of steel which indicate market potential in the aircraft industry, and significant applications of stainless steel to high performance vehicles. Published by *Aircraft & Missiles Manufacturing.*

8243. *Consumption of Steel by Market Classification.*
This four-page folder reports on shipments of steel, alloy steel and stainless steel by market classification. It is available from *Automotive Industries.*

8244. *Marketing Facts from Automotive Industries.*
This is a report on production totals, by units and value of shipments; for cars, trucks, buses, tractors, construction equipment and internal combustion engines. Published by *Automotive Industries.*

8245. *Mechanical Catalog Data File.*
This circulation piece from *Mechanical Catalog* includes a directory and a design and buying influence study covering over 100 items of plant equipment and product components.

8246. *Onward and Upward: Growth Trends Resumed.*
A preview of future construction potentials with estimates of dollar volume of construction contracts, numbers of buildings and economic conditions affecting the construction industry in 1959. Published by *Architectural Record.*

8247. *Analysis of Architect-Engineer Planned Work for 1958.*
This is a list of non-residential and large residential building construction done in 1958 by type of building, by whom planned, and reported by dollar volume. From *Architectural Record.*

8248. *Architects' Specification Studies.*
An extensive study of architects' specification practices were made by *Architectural Record.* Results of this study are reported separately for background music systems, sliding and folding door hardware, commercial cooking equipment, vinyl wall covering, translucent building panels, office furnishings, light and sun control products, intercommunication equipment, curtain wall construction and curtain wall panels, and folding doors and walls.

8249. *School Bus Market.*
Market data in this folder includes: number of school buses registered; number in operation; number of pupils transported; type of ownership; size of fleets; consumption figures on gasoline, tires, replacement parts; delivery figures on buses and chassis. Published by *School Bus Trends.*

8250. *Carbide Engineering Data.*
A study of the cutting tool market, indicating usage of carbides; expenditures for carbides; usage of diamond wheels and powders; expenditures for diamond wheels and powders and who specifies carbide wear parts covered in a data sheet published by *Carbide Engineering.*

8251. *Mass Transportation Data.*
A numerical and geographical count of the number of buses in the United States; by ownership (public or private); type, (commercial or school); and type of power. The totals are broken down by the numbers of commercial and school buses. Published by *Mass Transportation.*

8252. *Who Buys Plant Equipment.*
A report showing the responsibilities of typical plant engineers and the buying procedures of typical companies. Published by *The Plant.*

8253. *New Dimensions of U.S.A.*
These tables estimate population growth and power and water needs between 1957 and 1975. Published by *The Plant.*

8254. *Growth Rates.*
Charts showing growth rates and the relative importance of manufacturing; growth rates and the relative importance of U.S. geographic divisions, are offered by *The Plant.*

8255. *Electrical Insulating Materials.*
This study provides quantitative data on the use of 39 basic kinds of electrical insulating materials in the design engineering or electrically operated machinery, appliances and equipment; with dollar volume consumption for 1957 and projected consumption for 1960. Published by *Electrical Manufacturing.*

8256. *Control Components and Accessories.*
This study covers the use of components and accessories by instrumentation and control systems engineers, including type, size, application and temperature characteristics of products used for original design and replacement; and expected usage for 1959. Published by *Control Engineering.*

8257. *Wire and Cable Survey.*
This study explores the control engineers' uses and applications of wire and cable. It includes the voltage requirements, sizes, insulations, number and types of conductors required, types of jacketing, methods of installation, and kinds of operating environments. Published by *Control Engineering.*

8258. *Hydraulic Control Equipment Survey.*
A survey covering pumps, control valves, actuators, transmission equipment, transmission fluids and accessories used in control systems engineering; it includes design characteristics, applications, information and service requirements. Published by *Control Engineering.*

8259. *Manufacturing Meat Industry.*
The characteristics of the manufacturing meat industry, its products, the location of its plants, and its use of equipment and materials, are outlined in this brochure, along with suggestions on how to develop the market and circulation information about the *National Provisioner.*

8260. *Tool Survey.*
Results of a survey on the purchasing, place of purchase and use by electrical contractors of power actuated tools, hammer drive tools, power tools, including drills, hammers, metal shears, conduit benders, power threaders and cable pullers. Published by the *Qualified Contractor.*

8261. *Use of Long-Distance Movers by Shipper Companies.*
This survey of traffic manager subscribers to *Traffic World* reports on the number of times they have arranged for transferring household goods of company employes.

8262. *Survey of Purchasing Week's Subscribers.*
This profile survey of *Purchasing Week* subscribers gives their age, education, income, home and car ownership, management, authority and buying influence.

8263. *Buying Pattern Studies.*
Through personal interviews *Purchasing Week* gathered information on how industry buys various products. Individual reports are available for packaging materials, pumping units, basic raw materials, capital equipment, component parts, fabricated sheet metal parts, machine tools and abrasives.

8264. *Diesel Maintenance Survey.*
This industrywide survey of the

Regular Features Back Next Week

The regular lineup of features (Creative Man, On the Merchandising Front, Salesense in Advertising, etc.) which normally appears in the AA feature section has been omitted from this issue to provide adequate space for the large volume of market data. All of the usual features will be back in their regular places next week.

repair and overhaul practices of railroads with respect to their locomotives is published by *Modern Railroads.*

8265. *Your Contractor Market.*
Market data in this booklet include the estimated percentages of distribution of industry's annual production by end use; total units of equipment in use in all fields; employment by industry group; and construction equipment expenditures. Published by Gillette Publishing Co.

8266. *Roads and Streets Data.*
Facts on highway construction and maintenance expenditures, expenditures in heavy construction fields, and the market for construction equipment are presented in this folder with media information on *Roads & Streets.*

8267. *Rural Roads Market File.*
Expenditures for rural roads, the number and type of road jurisdictions in the rural roads market, and an estimated inventory of publicly owned highway equipment are offered in this folder with media facts on *Rural Roads.*

8268. *Roads and Streets Data.*
This folder contains a circulation analysis for *Roads & Streets,* giving a geographical breakdown by states and regions, and major business classifications.

8269. *Rural Roads Data.*
This folder contains a circulation analysis for *Rural Roads,* giving a geographical breakdown by states and regions, and major business classifications.

8270. *Street Engineering Data.*
Subscribers to *Street Engineering* are classified by states and regions and by major business classifications in this media data folder.

8271. *Survey Report and Automation Forecast.*
A round-up of information about the expected use of automatic manufacturing and data processing facilities in 1959 is presented in this report. Plans for facilities to be automated in the next five years are reported by SIC groups. Published by *Automation.*

8272. *The Automation Market.*
Individual reports on the market for automation equipment have been prepared by *Automation.* They cover pneumatic power and control; numerical tape and car controls; special production machinery; process instruments and controls; packaging equipment lubricating systems; lubricants; electric motors; electric and electronic controls; data processing equipment.

8273. *Who Buys Materials Handling Products in the Metalworking Industry.*
Metalworking plants in the U.S. were surveyed to determine the market for various types of materials handling equipment, and the buying influences in this field. Results of the survey are presented in this report by *Steel.*

8274. *Mechanical Engineering Data*
Design and buying influence studies covering over 120 products and product components are included in this advertising, readership and circulation analysis of *Mechanical Engineering.*

8285. 1959 *Sales Guide to the U.S. Mine Market.*
A booklet issued by *Mining World* gives dollar and tonnage output of U.S. ore producers by state, a breakdown of underground mines and open pit mines by state and a listing of ore concentrating plants by states.

8286. *The Plastics Field.*
Annual production of synthetic resins and cellulosics in pounds, 1934-56, sales of various types and a listing of materials bought by the plastics field are included in a booklet published by *Modern Plastics.*

8500. *Mining World and World Mining Newsletter.*
A newsletter published every other month by *Mining World* and *World Mining* for manufacturers interested in current news of this industry is available.

8501. *Directory of U.S. Mining Operations.*
Mining World offers this directory of all active U.S. and Alaskan mining operations, including names and addresses, affiliated personnel, and size, type and scope of the operation. It is available at $2 a copy.

8502. *World Mining Annual Catalog Survey and Directory.*
Published this month is *World Mining's* annual buying guide, giving names, addresses and products manufactured by leading suppliers of the international mining industry. Also given is a resumé of 1958 developments in mining, metal markets, new equipment and methods. It is free to advertisers and their agencies, but $1 a copy to others.

8503. *Sales Guide to the U. S. Mine Market.*
Mining World offers this brochure giving statistics on the number of mines, mills, concentrating plants, smelters and refining plants in the U.S., their size, type and location, and data on mine production by states.

8504. *Today's Western Industrial Market.*
A four-page booklet offered by *Western Industry* describes the industrial market in the West in terms of its growth pattern and differences from other areas.

8505. *The Big Move Is to the West.*
Western Construction offers this eight-page brochure on the construction market in the West, describing its rate of growth, current activity and special characteristics.

8506. *Who Builds What and Where?*
A detailed survey conducted by *Practical Builder* of building permit holders in the Chicago metropolitan area provides the data in this report on dwelling unit builders and the size of their operations. Chicago was chosen as most representative of the national home building picture.

8507. *Economic and Social Factors that Map the Boom Ahead.*
This study, prepared by *Practical Builder* in cooperation with the Univ. of Denver Bureau of Business & Social Research, presents a variety of figures on construction expenditures, population, savings, income, etc., to support its contention that a major boom period lies ahead for the American economy. The roles of the consumer and the builder in such an expanding economy are discussed.

8508. *Exploding the Myth of Mass Housing.*
A reprint from *Western Building,* showing the dollar volume of building permits for custom homes and tract housing in the West, is offered by *Practical Builder.*

8509. *How to Help the Dealer Sell His Builder Customers.*
Lumber and building material dealers supplied data for this survey report offered by *Practical Builder* on the dealers' attitude toward builders as customers.

Available Market Data—Industrial

To secure copies of data listed, use the handy coupons

grow with OKLAHOMA!

Headlines tell the story!

MILLIONS

being spent for expansion in

GROWING OKLAHOMA

The figures at the right were headlined during 1958 in Oklahoman and Times trade paper advertising. They illustrate the growth and expansion in progress throughout Oklahoma. Here are more reasons why you should plan for sales growth in Oklahoma with a strong advertising schedule in the Oklahoman and Times:

★ **TOTAL RETAIL SALES UP**
An increase of 3.6% for 1958 over 1957 was recorded by the Oklahoma Tax Commission as sales tax figures showed $2,556,349,122 total retail sales for the year. Food sales were up 4.8% and drug sales accounted for a 5.6% increase.

★ **CONSTRUCTION SETS NEW RECORD**
Dollar volume for construction in Oklahoma City in 1958 was set at $47,700,000 by the F. W. Dodge Corporation, a healthy increase of 26.3% over the total for 1957 and ranking Oklahoma City 36th among major cities of the nation in volume of construction. A total of 4,011 dwelling units were authorized in residential construction, an increase of 85% over 1957.

★ **INDUSTRIAL EXPANSION HITS NEW PEAK**
Oklahoma City reached the highest economic level in its history during 1958, with $195,015,976 either spent or committed for industrial expansion and community improvement.

★ **STATE INCOME UP**
General business activity in Oklahoma showed a gain of 4.6% over 1957 while nationally a decline of 9% was recorded. Income was up to $3,700,000,000—the largest volume on record for the state.

★ **METROPOLITAN AREA ENLARGED**
Growth of population in central Oklahoma caused the Bureau of the Budget to amend the definition of the Oklahoma City Metropolitan Area to include all of Oklahoma and Cleveland Counties. This new definition moves Oklahoma up in metropolitan area rankings to 32nd in drug sales, 43rd in total retail sales, 44th in automotive sales, and 46th in population.

★ **STATE POPULATION UP**
Population in Oklahoma increased to 2,399,603 in 1958, a gain of 365,000 persons, a 17.9% increase since 1945. Almost 10,000 more automobiles were registered in Oklahoma during 1958 over 1957, as the state tax commission reported 812,270 autos in the state.

THE DAILY OKLAHOMAN
CIRCULATION GROWING, TOO!
combined daily circulation 257,043*
February 1959 average 272,089
Sunday circulation 237,211*
February 1959 average 244,810
LARGEST SUNDAY CIRCULATION IN THE GREAT SOUTHWEST!
*A.B.C. Audit, September 30, 1958

$292,000,000 for telephone company expansion

$100,000,000 for city expressways

$170,000,000 for electric utility expansion

$24,000,000 for civil aviation growth

$35,000,000 for new industrial plant

$27,000,000 for military air expansion

$23,000,000 for hospital building

MILLIONS MORE for SHOPPING CENTERS NEW HOMES

THE DAILY OKLAHOMAN

OKLAHOMA CITY TIMES

Published by The Oklahoma Publishing Company Represented by The Katz Agency

Available Market Data—Industrial

To secure copies of data listed, use the handy coupons

8510. *How Do You Reach Builders?*
A readership and preference survey of builders regarding the trade publications they regularly read and find most useful is reported in this booklet offered by *Practical Builder.*

8511. *Who Buys? Who Influences?*
The importance of the builder as a purchaser of or purchasing influence on types and brands of building products and materials in the home building industry is outlined in this booklet offered by *Practical Builder.*

8512. *Sub-Contractors—Who Are They? What Do They Do?*
Sub-contractor subscribers to *Practical Builder* gave details on the kind of business they do, how often they work as general contractors, how much residential, industrial and institutional work they do, and other data for this booklet.

8513. *A Comprehensive Survey of Builder Operations in New Residential Construction.*
This is a 40-page report offered by *Practical Builder* covering a survey of builders' practices and use of building materials in dwellings, with detailed information on the types of houses they build.

8514. *Forest Products Outline.*
A presentation outline of *Forest Products Journal* breaks down circulation by state and county, by industrial classification and by occupational function.

SOON TO BE PUBLISHED

8275. *Metal Statistics*—1959.
This 850-page annual volume contains over 400 statistical tables covering production, price, distribution and shipments for metal products, ores and fuels. It has a buyers' guide and a list of manufacturers and distributors. Will be published in June, 1959 at $3.50, by *American Metal Market.*

8276. *Southern Spinning and Weaving Industry*—1959.
This report describes the administrative and operating executive structure in the spin-weave mills, and gives a tabulation of the mills and their equipment; man-made fiber production; rayon and acetate filament yarn shipments by territory; bleaching; dyeing and finishing. Available in September 1959 from the *Textile Bulletin.*

8277. *Men and Markets.*
A study of the markets for equipment and services required in the exploration, drilling, producing, field processing, pipeline, refining and petrochemical segments of the petroleum industry, with projections of coming activity. Published by the *Oil & Gas Journal,* it will be available in June, 1959.

8278. *Plant and Personnel Directory,* 1959-1960.
A directory of all refineries, natural gas plants and petrochemical plants in the U.S. and Canada, including personnel, location, products manufactured and capacities. Also lists plants by states and by companies, and gives data on production, and sales on the process industry. To be published in July, 1959, at $20 by the *Oil & Gas Journal.*

8279. 1959 *Study of Storage Equipment Used in Materials Handling.*
Separate reports covering trends in storage equipment; amounts of equipment in use by type of materials; and future dollar expenditures make up this study to be published by *Modern Materials Handling* next fall.

8280. 1959 *Overhead Hoist Crane and Monorail Survey.*
Trends in equipment usage; inventory of equipment in use by capacity and age; accessories used with overhead equipment; and future expenditures in terms of units, capacities and dollar values will be covered in separate reports to be issued next fall by *Modern Materials Handling.*

8281. 1959-60 *Penton's Foundry List.*
This folder describing the 1959-60 edition of Penton's Foundry List will give statistics by states on the number of plants, metals cast, methods of casting used in foundries. To be published in August by *Foundry* magazine.

8282. *Market & Media File.*
This file provides a detailed analysis of the electrical contractor market and the electrical wholesaler. To be published by *Contractors' Electrical Equipment* in June.

8283. *Automotive Vehicles in the Railroad Industry.*
This study reports on the number of trucks and automobiles of various types in use in the railroad industry. To be published in July by *Modern Railroads.*

8284. *Furniture Data.*
This study analyzes the furniture manufacturing, upholstering and bedding industries; showing the location of plants employing twenty or more employes; and giving circulation information on *Furniture Design & Manufacturing.* Will be published in July.

8287. *Fabricated Materials, Forms and Shapes Market Survey.*
Data on 28 different types of ferrous and nonferrous fabricated materials are included in a brochure which will outline the market for fabricated materials, forms and shapes, broken down by Standard Industrial Classification system, and will be published July 15 by *Materials in Design Engineering.*

PROFESSIONAL MARKETS

NOTE: Most items listed here are available without charge, but not all. Those requesting material which bears a price will be billed by the publishers.

7500. *Educational Building in* 1958.
This survey report, just published by *American School & University,* covers the number of new school buildings and major additions to existing plants constructed in 1958 and the cost involved.

7501. *How To Get the Most Value from Your Catalog in the School and College Market.*
Offered by *American School & University,* this folder describes a pre-filed catalog distribution plan to reach buyers in the school and college market.

7502. *How Big Is the School Market?*
A four-page folder published by *School Executive-Educational Business* shows total education expenditures for 1948 and 1958, dollar volume of new construction, expenditures per pupil, and related data.

7503. *What Are the Buying Patterns in the School Market?*
Also offered by *School Executive-Educational Business* is this report on how school districts buy, extent of buying influence, and individual buying influence patterns.

7504. *How Well Do You Cover the School Market?*
Another folder available from *School Executive-Educational Business* reports expenditures in the educational market's buying units with relation to enrollment.

7505. *Facts About the School Market.*
A 16-page booklet published by *School Executive-Educational Business* gives current data on public and private schools and colleges, enrollments, annual volume of new building, administrative organization and who buys and specifies.

7506. *The American Artist as a Travel Prospect.*
Readers of *American Artist* provided the data for this booklet covering income, travel expenditures, places visited, vacation interests, automobile ownership and mileage, other forms of transportation used, states and countries visited, and the extent to which respondents combined their art and travel interests.

7507. *The School Art Market.*
Just published this month is a report on a survey of 3,000 colleges, universities, public and parochial high schools, and private and professional art schools regarding types of art taught, numbers of teachers and students, and information on purchases of art supplies among other things. It is available from *American Artist.*

7508. *American Artist Today.*
Another survey report available from *American Artist* covers characteristics of that magazine's subscribers as to age, income, reading and buying habits, as well as their multiple art interests.

7509a. *The Score Card.*
Current school market statistics, including enrollment, teachers, and school buildings of public elementary and secondary schools listed by states, are given in this data sheet offered by *The Instructor.*

7510a. *Survey of the School Shop Market.*
A 16-page booklet offered by *School Shop* reports on tools and equipment now in use in various areas of school shop programs, and purchasing plans for the current school year. Also included is information on the shop teacher's purchasing influence and the number of students he deals with and influences.

7511. *The Public School Market.*
The Nation's Schools has published this statistical report on the public school market covering educational construction, operation and maintenance, pupil feeding and transportation, organization and buying influences, as well as public school systems by enrollment, number of schools, and type of service.

7512. *U. S. Public School Systems by Enrollment, Capital Outlay and Current Expenditures, and U. S. Public School Enrollment,* 1952-1965.
Three charts available from *The Nation's Schools* depict school market facts, including breakdowns of systems by enrollment size and percentage of enrollment in each size group, the trend in public school capital outlay and current expenditures from 1954-59, and the trend of school enrollment figures through 1965.

7513. *The College Market.*
A survey report discussing the present size and activity of the college market as a consumer of goods and services, growth trends and major buying influences is offered in this booklet from *College & University Business.*

7514. *Answers to Three Questions You Ought To Ask as You Plan* 1959 *Marketing Strategy.*
Another booklet offered by *College & University Business* describes the size and growth rate of the college market, including a table indicating the number of college buildings completed or under construction as reported by survey respondents.

7515. *Estimated Enrollment in College,* 1959-1970, *College Physical Plant Area Needed by* 1970, *and Two Estimates of Funds Needed to Expand College Facilities by* 1970.
The data described in the above titles are presented in three graphs published by *College & University Business.*

7516. *The Importance of the Hospital Market to the Pharmaceutical Industry.*
This booklet available from *Modern Hospital* describes the scope of hospital pharmaceutical buying and the importance of the administrator in the selection of pharmaceuticals for hospital use.

7517. *Survey on Hospital Air Conditioning.*
Responses from 530 hospitals provided the information for this booklet describing types of hospital air conditioning installations, plans for purchasing such equipment, where it is installed, and methods of financing. It is available from *Modern Hospital.*

7518. *The Market and the Magazine.*
A study of hospital purchases of clinical and scientific equipment and supplies, describing how they are purchased and by whom, is offered by *Modern Hospital.*

7519. *U. S. Hospital Bed Needs.*
This is a chart offered by *Modern Hospital* showing the number of existing acceptable and unacceptable beds in U. S. hospitals, excluding federal institutions.

7520. *Study of Hospital Fund-Raising Procedures.*
Administrators of church or nonprofit association hospitals supplied data for this survey report on the extent to which fund-raising counsels are employed, the basis on which they are employed and the hospital personnel responsible for selecting the fund-raising organization. It is offered by *Modern Hospital.*

7521. *Catholic Hospital Buying Power.*
A brochure showing the size and purchasing power of the Catholic hospital market, including statistics on the number of hospitals, patients, beds, and bassinets, 1958 purchases for pharmaceuticals, and all other hospital supplies, is offered by *Hospital Progress,* journal of the Catholic Hospital Assn.

7509. *Canadian Medical Market by Counties.*
A booklet offered by *Modern Medicine of Canada* gives a full analysis of the Canadian medicinal market by province and by county, showing general practitioners, specialists, population, drug stores, birth and mortality rates, and physicians' calls.

7510. *Survey of Canadian Dentists.*
A study of patient-load, type of treatment, number of dental chairs, type of handpiece used, and number of prescriptions written by Canadian dentists is reported in this pamphlet available from *Oral Health.*

7522. *Portrait of the Building Client.*
A study of 5,000 building clients —individuals carrying building decisions for their companies, government agencies, scholastic or medical institutions, schools or church committees—is reported in a 46-page booklet published by *Architectural Forum,* which analyzes their responsibilities, purchases of 16 building products, and future plans for new buildings or remodeling projects.

7523. *Building Product Studies: Acoustical Materials, Non-Residential Building Hardware,*

TO OBTAIN MARKET DATA USE THIS COUPON

Readers' Service Dept., ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

Please send me the following data (insert code number of each item wanted):

Name ..... Title .....

Company .....

Address .....

City & Zone ..... State .....

This coupon will not be serviced after July 15, 1959

Electric Lighting Equipment.
Architectural Forum conducted these three studies to determine customer requirements and opinions on planning and selection, design, application and installation, and manufacturer relations and services for these groups of products. Detailed booklets on each study are available.

7527. *Here's How U. S. Colleges and Universities Are Organized.*
A single data sheet offered by *College & University Business* gives a pictorial representation of the organizational hierarchy of college institutions from the board of trustees to the superintendent of maintenance.

7528. *Survey of School Business Officials.*
A survey of 1,019 school districts is reported in this pamphlet offered by *Nation's Schools* and defining the responsibilities of the business manager, his background, reading habits, and sources of product information.

7529. *Lighting in New Public Schools.*
Here is a report on a survey of 125 school administrators indicating the type of lighting equipment being used in new school construction, reasons for selecting particular types and fixtures, and who participates in the final selection of lighting fixtures. It is offered by *Nation's Schools.*

7530. *Hospital Market Facts.*
A newly published (this month) market data file offered by *Modern Hospital* describes the size and structure of this institutional market, including information on facilities and equipment, feeding, construction, finance, who makes buying decisions, etc.

7531. *Report of a Study Showing How, When, Where, Why, and by Whom Hospital Purchasing File Is Used in Product Selection.*
Publishing Files Inc. has this report available on a survey of 860 hospitals whose officials indicated how they use *Hospital Purchasing File* of suppliers' catalogs in selecting needed products.

7560. *Facts about the Southern Hospital Market.*
Information tabulated in this report includes total facilities and professional personnel; expenditures of general hospitals; additional hospital facilities needed; facilities in the 15 southern states and Washington, D.C.; amounts being invested in new facilities by states. Published by *Southern Hospitals.*

SOON TO BE PUBLISHED

7524. *The Instructor Story.*
A 24-page booklet planned for June publication by *The Instructor* will provide student enrollment, teaching personnel, and educational cost statistics, as well as case studies of how advertisers are selling this field.

7525. *Survey of Science & Mechanics Readers.*
Results of a *Science & Mechanics* survey of readers to be made via the April and June issues will be published in June, reporting readers' income, ownership of power tools, autos and boats, and buying preferences.

7526. *Building Product Studies: Non-Residential Paint and Plumbing Fixtures.*
Architectural Forum is readying these two studies designed to determine customer requirements and opinions on planning and selection, design, application and installation, and manufacturer services for non-residential paint purchases (to be published early next fall) and plumbing fixtures (to be published in June).

AIRY—*This modern building, which appears to be floating above the ground, is the new headquarters of Burke Dowling Adams Inc. in Atlanta (AA, March 30). Although the agency has merged with St. Georges & Keyes to form Adams & Keyes (AA, March 30), the Atlanta office retains the old name.*

Top 20 Retailers: 1958 vs. 1957

Source: *Business Week*

1958 Rank	Company Name	1957 Rank	1958 Sales (thousands)	% Change from '57	1958 Earnings (thousands)	% Change from '57
1.	Atlantic & Pacific Tea Co.	1	$4,900,000**	2.1%	$ 51,600	2.0%
2.	Sears, Roebuck	2	3,721,272	3.3	165,788	2.9
3.	Safeway Stores	3	2,225,352	5.1	33,406	8.1
4.	Kroger	4	1,776,174	3.6	21,629	4.8
5.	J. C. Penney	5	1,325,604	1.1	46,876†	—5.1
6.	Montgomery Ward	6	1,092,267	1.7	28,030	—5.6
7.	American Stores	7	874,500	4.4	10,843**	3.3
8.	F. W. Woolworth	8	864,571	4.9	32,376	—2.9
9.	National Tea	9	794,162	16.6††	8,841	9.8††
10.	Food Fair Stores	12	740,000	23.2	9,350	—2.9
11.	Winn-Dixie Stores	13	675,000	14.7*	13,500	10.0
12.	Federated Dept. Stores	10	650,000*	2.4	27,000*	8.1
13.	Allied Stores	11	644,000**	1.9	11,700**	—5.3
14.	May Dept. Stores	14	540,000**	1.5	19,000**	—6.0
15.	First National Stores	15	531,500*	1.9	8,982**	2.1
16.	Grand Union	18	503,740	17.7	5,385**	9.8
17.	R. H. Macy	16	457,714#	—	2,328#	—
18.	Jewel Tea	19	443,813	7.1	7,808	12.2
19.	Colonial Stores	17	437,132	—1.1	4,849	—22.0
20.	W. T. Grant	20	432,241	6.4	9,850	1.4

* Company estimate. ** Business Week estimate. † Based on 13 months. †† 53 weeks against 52 weeks. # 52 weeks ended Nov. 1, 1958.

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. . . a new, authenticated and impartial analysis for advertisers based on data from

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- **MEDIA RECORDS**
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All interviews covered in this study were completed and in Sindlinger files before the Post-Gazette subscribed to the service. They reveal that the Post-Gazette is your best "bridge" to Pittsburgh Adults, Women, and non-working Housewives—alone or in combination. And at less cost per thousand!

Available for personal presentation or in printed form. Write, Wire or Phone:

*IT COSTS **LESS** TO SELL **MORE** IN THE*

Pittsburgh Post·Gazette

REPRESENTED NATIONALLY BY MOLONEY, REGAN AND SCHMITT

Available Market Data—Industrial

To secure copies of data listed, use the handy coupons

8510. *How Do You Reach Builders?*
A readership and preference survey of builders regarding the trade publications they regularly read and find most useful is reported in this booklet offered by *Practical Builder*.

8511. *Who Buys? Who Influences?*
The importance of the builder as a purchaser of or purchasing influence on types and brands of building products and materials in the home building industry is outlined in this booklet offered by *Practical Builder*.

8512. *Sub-Contractors—Who Are They? What Do They Do?*
Sub-contractor subscribers to *Practical Builder* gave details on the kind of business they do, how often they work as general contractors, how much residential, industrial and institutional work they do, and other data for this booklet.

8513. *A Comprehensive Survey of Builder Operations in New Residential Construction.*
This is a 40-page report offered by *Practical Builder* covering a survey of builders' practices and use of building materials in dwellings, with detailed information on the types of houses they build.

8514. *Forest Products Outline.*
A presentation outline of *Forest Products Journal* breaks down circulation by state and county, by industrial classification and by occupational function.

SOON TO BE PUBLISHED

8275. *Metal Statistics—1959.*
This 850-page annual volume contains over 400 statistical tables covering production, price, distribution and shipments for metal products, ores and fuels. It has a buyers' guide and a list of manufacturers and distributors. Will be published in June, 1959 at $3.50, by *American Metal Market*.

8276. *Southern Spinning and Weaving Industry—1959.*
This report describes the administrative and operating executive structure in the spin-weave mills, and gives a tabulation of the mills and their equipment; man-made fiber production; rayon and acetate filament yarn shipments by territory; bleaching; dyeing and finishing. Available in September 1959 from the *Textile Bulletin*.

8277. *Men and Markets.*
A study of the markets for equipment and services required in the exploration, drilling, producing, field processing, pipeline, refining and petrochemical segments of the petroleum industry, with projections of coming activity. Published by the *Oil & Gas Journal*, it will be available in June, 1959.

8278. *Plant and Personnel Directory, 1959-1960.*
A directory of all refineries, natural gas plants and petrochemical plants in the U.S. and Canada, including personnel, location, products manufactured and capacities. Also lists plants by states and by companies, and gives data on production, and sales on the process industry. To be published in July, 1959, at $20 by the *Oil & Gas Journal*.

8279. 1959 *Study of Storage Equipment Used in Materials Handling.*
Separate reports covering trends in storage equipment; amounts of equipment in use by type of materials; and future dollar expenditures make up this study to be published by *Modern Materials Handling* next fall.

8280. 1959 *Overhead Hoist Crane and Monorail Survey.*
Trends in equipment usage; inventory of equipment in use by capacity and age; accessories used with overhead equipment; and future expenditures in terms of units, capacities and dollar values will be covered in separate reports to be issued next fall by *Modern Materials Handling*.

8281. 1959-60 *Penton's Foundry List.*
This folder describing the 1959-60 edition of Penton's Foundry List will give statistics by states on the number of plants, metals cast, methods of casting used in foundries. To be published in August by *Foundry* magazine.

8282. *Market & Media File.*
This file provides a detailed analysis of the electrical contractor market and the electrical wholesaler. To be published by *Contractors' Electrical Equipment* in June.

8283. *Automotive Vehicles in the Railroad Industry.*
This study reports on the number of trucks and automobiles of various types in use in the railroad industry. To be published in July by *Modern Railroads*.

8284. *Furniture Data.*
This study analyzes the furniture manufacturing, upholstering and bedding industries; showing the location of plants employing twenty or more employes; and giving circulation information on *Furniture Design & Manufacturing*. Will be published in July.

8287. *Fabricated Materials, Forms and Shapes Market Survey.*
Data on 28 different types of ferrous and nonferrous fabricated materials are included in a brochure which will outline the market for fabricated materials, forms and shapes, broken down by Standard Industrial Classification system, and will be published July 15 by *Materials in Design Engineering*.

PROFESSIONAL MARKETS

NOTE: Most items listed here are available without charge, but not all. Those requesting material which bears a price will be billed by the publishers.

7500. *Educational Building in 1958.*
This survey report, just published by *American School & University*, covers the number of new school buildings and major additions to existing plants constructed in 1958 and the cost involved.

7501. *How To Get the Most Value from Your Catalog in the School and College Market.*
Offered by *American School & University*, this folder describes a pre-filed catalog distribution plan to reach buyers in the school and college market.

7502. *How Big Is the School Market?*
A four-page folder published by *School Executive-Educational Business* shows total education expenditures for 1948 and 1958, dollar volume of new construction, expenditures per pupil, and related data.

7503. *What Are the Buying Patterns in the School Market?*
Also offered by *School Executive-Educational Business* is this report on how school districts buy, extent of buying influence, and individual buying influence patterns.

7504. *How Well Do You Cover the School Market?*
Another folder available from *School Executive-Educational Business* reports expenditures in the educational market's buying units with relation to enrollment.

7505. *Facts About the School Market.*
A 16-page booklet published by *School Executive-Educational Business* gives current data on public and private schools and colleges, enrollments, annual volume of new building, administrative organization and who buys and specifies.

7506. *The American Artist as a Travel Prospect.*
Readers of *American Artist* provided the data for this booklet covering income, travel expenditures, places visited, vacation interests, automobile ownership and mileage, other forms of transportation used, states and countries visited, and the extent to which respondents combined their art and travel interests.

7507. *The School Art Market.*
Just published this month is a report on a survey of 3,000 colleges, universities, public and parochial high schools, and private and professional art schools regarding types of art taught, numbers of teachers and students, and information on purchases of art supplies among other things. It is available from *American Artist*.

7508. *American Artist Today.*
Another survey report available from *American Artist* covers characteristics of that magazine's subscribers as to age, income, reading and buying habits, as well as their multiple art interests.

7509a. *The Score Card.*
Current school market statistics, including enrollment, teachers, and school buildings of public elementary and secondary schools listed by states, are given in this data sheet offered by *The Instructor*.

7510a. *Survey of the School Shop Market.*
A 16-page booklet offered by *School Shop* reports on tools and equipment now in use in various areas of school shop programs, and purchasing plans for the current school year. Also included is information on the shop teacher's purchasing influence and the number of students he deals with and influences.

7511. *The Public School Market.*
The Nation's Schools has published this statistical report on the public school market covering educational construction, operation and maintenance, pupil feeding and transportation, organization and buying influences, as well as public school systems by enrollment, number of schools, and type of service.

7512. *U. S. Public School Systems by Enrollment, Capital Outlay and Current Expenditures, and U. S. Public School Enrollment, 1952-1965.*
Three charts available from *The Nation's Schools* depict school market facts, including breakdowns of systems by enrollment size and percentage of enrollment in each size group, the trend in public school capital outlay and current expenditures from 1954-59, and the trend of school enrollment figures through 1965.

7513. *The College Market.*
A survey report discussing the present size and activity of the college market as a consumer of goods and services, growth trends and major buying influences is offered in this booklet from *College & University Business*.

7514. *Answers to Three Questions You Ought To Ask as You Plan 1959 Marketing Strategy.*
Another booklet offered by *College & University Business* describes the size and growth rate of the college market, including a table indicating the number of college buildings completed or under construction as reported by survey respondents.

7515. *Estimated Enrollment in College, 1959-1970, College Physical Plant Area Needed by 1970, and Two Estimates of Funds Needed to Expand College Facilities by 1970.*
The data described in the above titles are presented in three graphs published by *College & University Business*.

7516. *The Importance of the Hospital Market to the Pharmaceutical Industry.*
This booklet available from *Modern Hospital* describes the scope of hospital pharmaceutical buying and the importance of the administrator in the selection of pharmaceuticals for hospital use.

7517. *Survey on Hospital Air Conditioning.*
Responses from 530 hospitals provided the information for this booklet describing types of hospital air conditioning installations, plans for purchasing such equipment, where it is installed, and methods of financing. It is available from *Modern Hospital*.

7518. *The Market and the Magazine.*
A study of hospital purchases of clinical and scientific equipment and supplies, describing how they are purchased and by whom, is offered by *Modern Hospital*.

7519. *U. S. Hospital Bed Needs.*
This is a chart offered by *Modern Hospital* showing the number of existing acceptable and unacceptable beds in U. S. hospitals, excluding federal institutions.

7520. *Study of Hospital Fund-Raising Procedures.*
Administrators of church or nonprofit association hospitals supplied data for this survey report on the extent to which fund-raising counsels are employed, the basis on which they are employed and the hospital personnel responsible for selecting the fund-raising organization. It is offered by *Modern Hospital*.

7521. *Catholic Hospital Buying Power.*
A brochure showing the size and purchasing power of the Catholic hospital market, including statistics on the number of hospitals, patients, beds, and bassinets, 1958 purchases for pharmaceuticals, and all other hospital supplies, is offered by *Hospital Progress*, journal of the Catholic Hospital Assn.

7509. *Canadian Medical Market by Counties.*
A booklet offered by *Modern Medicine of Canada* gives a full analysis of the Canadian medicinal market by province and by county, showing general practitioners, specialists, population, drug stores, birth and mortality rates, and physicians' calls.

7510. *Survey of Canadian Dentists.*
A study of patient-load, type of treatment, number of dental chairs, type of handpiece used, and number of prescriptions written by Canadian dentists is reported in this pamphlet available from *Oral Health*.

7522. *Portrait of the Building Client.*
A study of 5,000 building clients—individuals carrying building decisions for their companies, government agencies, scholastic or medical institutions, schools or church committees—is reported in a 46-page booklet published by *Architectural Forum*, which analyzes their responsibilities, purchases of 16 building products, and future plans for new buildings or remodeling projects.

7523. *Building Product Studies: Acoustical Materials, Non-Residential Building Hardware,*

TO OBTAIN MARKET DATA USE THIS COUPON

Readers' Service Dept., ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

Please send me the following data (insert code number of each item wanted):

Name ..... Title .....

Company .....

Address .....

City & Zone ..... State .....

This coupon will not be serviced after July 15, 1959

Electric Lighting Equipment.
Architectural Forum conducted these three studies to determine customer requirements and opinions on planning and selection, design, application and installation, and manufacturer relations and services for these groups of products. Detailed booklets on each study are available.

7527. *Here's How U. S. Colleges and Universities Are Organized.*
A single data sheet offered by *College & University Business* gives a pictorial representation of the organizational hierarchy of college institutions from the board of trustees to the superintendent of maintenance.

7528. *Survey of School Business Officials.*
A survey of 1,019 school districts is reported in this pamphlet offered by *Nation's Schools* and defining the responsibilities of the business manager, his background, reading habits, and sources of product information.

7529. *Lighting in New Public Schools.*
Here is a report on a survey of 125 school administrators indicating the type of lighting equipment being used in new school construction, reasons for selecting particular types and fixtures, and who participates in the final selection of lighting fixtures. It is offered by *Nation's Schools.*

7530. *Hospital Market Facts.*
A newly published (this month) market data file offered by *Modern Hospital* describes the size and structure of this institutional market, including information on facilities and equipment, feeding, construction, finance, who makes buying decisions, etc.

7531. *Report of a Study Showing How, When, Where, Why, and by Whom Hospital Purchasing File Is Used in Product Selection.*
Publishing Files Inc. has this report available on a survey of 860 hospitals whose officials indicated how they use *Hospital Purchasing File* of suppliers' catalogs in selecting needed products.

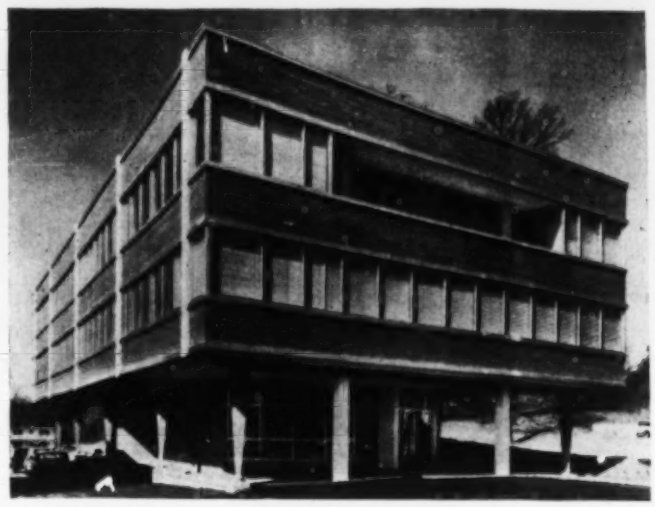
7560. *Facts about the Southern Hospital Market.*
Information tabulated in this report includes total facilities and professional personnel; expenditures of general hospitals; additional hospital facilities needed; facilities in the 15 southern states and Washington, D.C.; amounts being invested in new facilities by states. Published by *Southern Hospitals.*

SOON TO BE PUBLISHED

7524. *The Instructor Story.*
A 24-page booklet planned for June publication by *The Instructor* will provide student enrollment, teaching personnel, and educational cost statistics, as well as case studies of how advertisers are selling this field.

7525. *Survey of Science & Mechanics Readers.*
Results of a *Science & Mechanics* survey of readers to be made via the April and June issues will be published in June, reporting readers' income, ownership of power tools, autos and boats, and buying preferences.

7526. *Building Product Studies: Non-Residential Paint and Plumbing Fixtures.*
Architectural Forum is readying these two studies designed to determine customer requirements and opinions on planning and selection, design, application and installation, and manufacturer services for non-residential paint purchases (to be published early next fall) and plumbing fixtures (to be published in June).



AIRY—*This modern building, which appears to be floating above the ground, is the new headquarters of Burke Dowling Adams Inc. in Atlanta (AA, March 30). Although the agency has merged with St. Georges & Keyes to form Adams & Keyes (AA, March 30), the Atlanta office retains the old name.*

Top 20 Retailers: 1958 vs. 1957

Source: *Business Week*

1958 Rank	Company Name	1957 Rank	1958 Sales (thousands)	% Change from '57	1958 Earnings (thousands)	% Change from '57
1.	Atlantic & Pacific Tea Co.	1	$4,900,000**	2.1%	$ 51,600	2.0%
2.	Sears, Roebuck	2	3,721,272	3.3	165,788	2.9
3.	Safeway Stores	3	2,225,352	5.1	33,406	8.1
4.	Kroger	4	1,776,174	3.6	21,629	4.8
5.	J. C. Penney	5	1,325,604	1.1	46,876†	—5.1
6.	Montgomery Ward	6	1,092,267	1.7	28,030	—5.6
7.	American Stores	7	874,500	4.4	10,843**	3.3
8.	F. W. Woolworth	8	864,571	4.9	32,376	—2.9
9.	National Tea	9	794,162	16.6††	8,841	9.8††
10.	Food Fair Stores	12	740,000	23.2	9,350	—2.9
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16.	Grand Union	18	503,740	17.7	5,385**	9.8
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* Company estimate. ** Business Week estimate. † Based on 13 months. †† 53 weeks against 52 weeks. # 52 weeks ended Nov. 1, 1958.

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Available for personal presentation or in printed form. Write, Wire or Phone:

IT COSTS ***LESS*** TO SELL ***MORE*** IN THE

Pittsburgh Post·Gazette

REPRESENTED NATIONALLY BY MOLONEY, REGAN AND SCHMITT

PHOTO REVIEW OF THE WEEK

Harvey Goude King Gross

NEW TYPE FACE—*Looking at a new type face, Max Factor roman, developed by Max Factor & Co. to mark its 50th anniversary (AA, April 13) are Joel Harvey, production manager, and William King Jr., vp in charge of West Coast operations, both of Kenyon & Eckhardt, and Nelson Gross, director of advertising for Factor. The pretty type girl face belongs to Ingrid Goude, the Max Factor anniversary girl.*

Hirt Marshall Geary Plunkett Sharp

NEW CHAPTER—*Taking part in the presentations at the organization meeting of the Erie chapter of the National Industrial Advertising Assn. were Ned Hirt, Eriez Mfg. Co., and Neil Geary, General Electric Co., both of Erie; Stan Marshall, Lando Advertising Agency; Jim Plunkett, Pittsburgh chapter president and advertising manager, Pittsburgh Plate Glass Co., and Jay Sharp, Aluminum Co. of America, all of Pittsburgh.*

Kallman Weiner Johnson Durocher

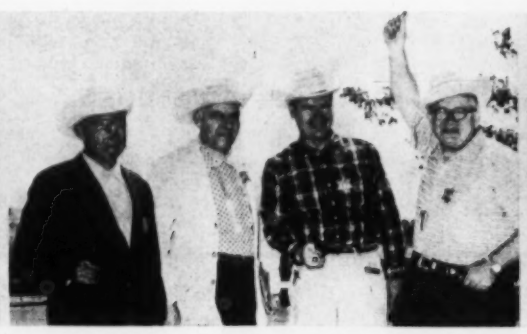
LIPPY—*Leo Durocher, onetime gadfly in that great American athletic sport known as—uh—baseball or—uh—batball, who earned himself the title of The Lip, and now an NBC sports talent chief, here gives some lip and gets some lip from three school-girl prize winners in the Minneapolis men's and women's advertising clubs' essay contest on advertising. The girls are Maurine Kallman, Minnehaha Academy; Linda Weiner, St. Louis Park high school, and Susan Johnson, Central High School.*

DeKnight Johnson FitzSimmons

BENEFIT—*John H. Johnson, president of Johnson Publishing Co., Chicago, and Freda DeKnight, home service and fashion director of Johnson Publishing and a member of the Women's Advertising Club of Chicago, and Katharine FitzSimmons, president of the adclub, look over the menu for "Cuisine Supreme," benefit dinner party hosted by Johnson for the adclub's scholarship and community service projects.*

GUNGA DIN—*This Canadian Club floor display features worldwide use of the brand. The life-size human figure is in full color. The base is oriental burlap.*

Putman Bussmann Watson Fahrendorf



Smith Jaenke Hartford Harper

Eiserer Hartman Oppenheim Herz

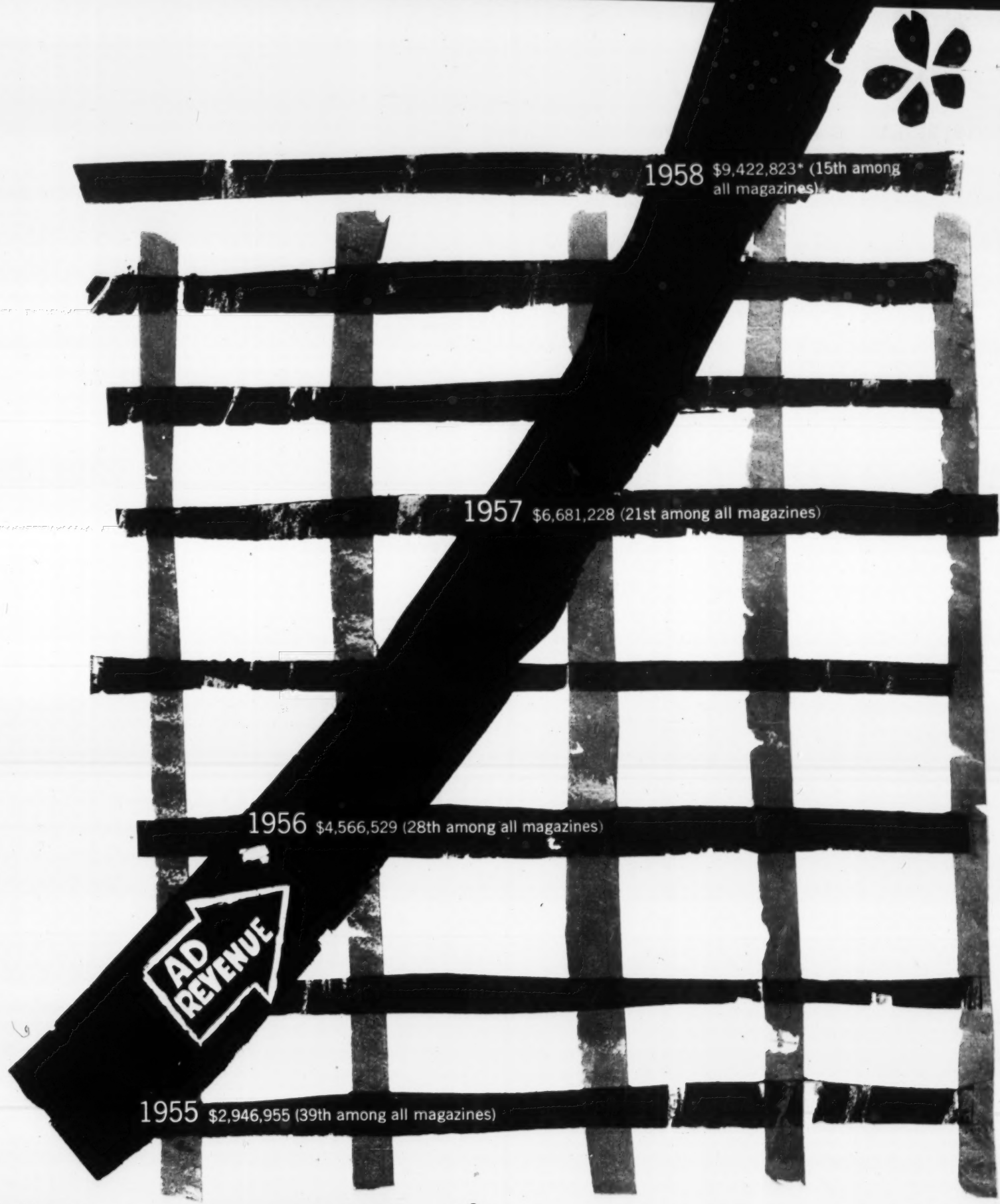
HAVE GUN, WITH GAVEL—*Twelve "marshals" (all officers and directors) kept order at the National Business Publications meeting at Paradise Inn in Phoenix. They are Russell L. Putman, Putman Publishing Co.; Charles H. Bussmann, Pit & Quarry Publications; David R. Watson, Watson Publications; P. M. Fahrendorf, Chilton Co.; Richard R. Smith, W. R. C. Smith Publishing Co., retiring NBP chairman; Russell C. Jaenke and Robert L. Hartford, both of Penton Publishing Co.; Robert E. Harper, president, NBP; Leonard A. Eiserer, American Aviation Publications, NBP treasurer; John W. Hartman, Bill Bros. Publications, NBP vice-chairman, operations; Allan J. Oppenheim, Western Advertising; M. E. Herz, Modern Medicine Publications. All 12 gentlemen, it is said, out-Dilloned Dillon, out-Paladined Paladin, etc.*

Harper Smith Fahrendorf

Mast Jenkins Davidson Herb

O'Brien Blackburn Safford Bachelder Sawyer

PUBLISHING INFORMALITY—*Standing about in informal attire at the NBP meeting in Phoenix were Robert E. Harper, NBP president; Richard P. Smith, W. R. C. Smith Publishing Co., retiring NBP chairman; P. M. Fahrendorf, Chilton Co., new NBP chairman; B. P. Mast Jr., Conover-Mast Publications; Jay Jenkins, Western Metalworking; Richard Davidson, Progressive Grocer; Charles O. Herb, Machinery; Richard H. O'Brien and Edward S. Safford, Rogers Publishing Co.; J. E. Blackburn, circulation consultant; Dr. Joseph E. Bachelder, Industrial Advertising Research Bureau, and Howard G. Sawyer, James Thomas Chirurg Co., both speakers on the NBP program.*


1958 $9,422,823* (15th among all magazines)
1957 $6,681,228 (21st among all magazines)
1956 $4,566,529 (28th among all magazines)
AD REVENUE
1955 $2,946,955 (39th among all magazines)

THE ONE TO GROW ON

* And first quarter of 1959 is up again, by 25%. Source, P.I.B.

SPORTS ILLUSTRATED is the growth magazine in advertising today. Last year it posted the largest gain in advertising pages of any magazine. The reason? The five-figure income families of America are spending more and more of their time on sports and the good life every year. Strengthen your media list by adding the one to grow on.

SPORTS ILLUSTRATED

Ensemble Idea Carried from Fashions to Harmonizing Fashion Advertisers

Clothing Is Tied in With Travel, Movies, Pools, Other Merchandise

NEW YORK, April 14—The saying that there's strength in numbers appears to be the maxim of fashion advertisers this spring, as a growing number of manufacturers band together for multi-sponsor, multi-page ads.

For fashion manufacturers the appeal of such advertising togetherness is twofold. First, the multi-sponsor ad affords the small to medium-size advertiser a tempting way to make a big splash in print. It also forms the *raison d'etre* for elaborate merchandising programs which carry great appeal for stores.

Among the many such ads set for spring, one of the most natural tie-ins is the Poolside, U.S.A. promotion in the May *Harper's Bazaar*, promoting "at home fashions in swimming." Four manufacturers are involved in the six-page color insertion: Esther Williams swimming pools, Roxanne swimsuits, Seamless swim caps and beach bags, and Cari-Michelle polaroid sun glasses by Cool-Ray.

AT HOME—*This is one of six pages promoting "Poolside, U.S.A." in the May issue of Harper's Bazaar. The advertisers are Esther Williams' swimming pools, Roxanne swimsuits, Seamless swim caps and beach bags, and Cari-Michelle Polaroid sunglasses by Cool-Ray.*

■ So far 80 stores have signed up for the promotion, and 50 additional ones "probably" will be lined up, the sponsors report. Several stores are even setting up special departments to be called "Poolside, U.S.A."

A flyer outlining the promotion has been sent to the stores, to be followed shortly by a complete promotion kit, including ideas for fashion shows, newspaper ads and displays. Among the display material offered is a "golden gift box" pool which can be set up easily for fashion shows or windows. A 3'x4' pool with circulating water system will be available from Esther Williams distributors. All merchandise will be identified with hang tags.

The ad was prepared by Diamond-Barnett Agency (for Roxanne swimsuits) in cooperation with Fuller & Smith & Ross (handling Cool-Ray Inc.), Charles W. Hoyt Co. (agency for Seamless Rubber Co.), and Geyer, Morey, Madden & Ballard (handling International Swimming Pools).

■ One of the first campaigns to capitalize on Hawaii's admission to the Union is a "Vagabond holiday to Hawaii" promotion scheduled for the June issue of *Holiday*. The gatefold spread was organized by Lentheric and includes Jantzen swimsuits of Tycora and the Matson Steamship Lines.

The illustration is a sketch of a Jantzen bathing beauty, stretched out across the three pages. She's on a Hawaii-bound Matson liner and she's shown admiring her Lentheric "Vagabond," a spillproof travel flacon for toilet water.

For participating stores, there will be Hawaiian display material as well as material to simulate a ship. The Bishop museum in Honolulu is providing museum pieces for display in key stores.

A kit for display managers gives sources for everything from Hawaiian music to Hawaiian orchids. For fashion shows, there's a Hawaiian holiday script featuring wardrobe and packing suggestions, plus a "Cinerama South Seas" film. Gordon Best Co., Chicago, the agency for Lentheric, division of Helene Curtis Industries, is handling the promotion.

■ Nassau provides the background for another travel-fashion tie-in, called "Gals on the go." Organized by the American Viscose Corp., it is a nine-page section in the May issue of *Charm* and features fashions in fabrics of Avisco fibers. Participating manufacturers are Handmacher Vogel, Sue Brett, Ship 'n Shore, Barmon Bros., Serbin of Miami, Jack Winter, Leyton Sportswear and Junior Theme.

The Frederick Atkins chain of retail stores has tied in with the promotion, and the ad section will open with a b&w page listing the stores. This will be followed by eight color pages of fashions photographed against Nassau backgrounds—particularly the Fort Montague beach club in Nassau, and the S. S. Nassau, which are "actively collaborating" with the promotion. The section will be done on heavier stock than the magazine uses for editorial content.

Radio, tv and fashion show scripts have been prepared as well as ideas for window and interior displays. At the request of the re-

IN NASSAU—*Nassau scenes provide the background for a nine-page collaborative ad in the May issue of Charm, set up by American Viscose Corp., promoting fashions of fabrics made from Avisco fibers.*

THERE'S ONLY ONE SINGLE SOURCE FOR *ALL* THIS KEY MARKET AND MEDIA INFORMATION . . . thorough summaries of the basic factors which characterize the 73 major industrial and trade markets which blanket U. S. industry make up the editorial meat of Industrial Marketing's *Market Data Book*. Here is the starting point for big-league budget makers who are contemplating entrance into new markets—or revising the approach to old ones. *And there is no other single and authoritative source for all this needed data.*

That's why men with key responsibilities for marketing plans and decisions throughout the advertising-marketing world have come to depend on *The Market Data Book*—to turn to it first and most often for the information they need—to keep it close at hand for frequent reference and rechecking. Such men don't have time to chase down the facts through a dozen different channels; they want those facts *now*, and they've learned from experience that *The Market Data Book* is both comprehensive and authoritative.

COMPLETELY REORGANIZED LAST YEAR . . . with up-to-date data organized to coincide largely with U. S. government's standard industrial classifications, improved and expanded, to show (for each market) Basic Statistics—Current Trends—What and How the Industry Buys—Sources of Additional Data—Trade Association Listings—Capsulized Basic Facts About More Than 2500 Business Papers. *More than 15,000 copies of this edition* of *The Market Data Book* will be placed in the "buying hands" among the busiest and most important industrial advertisers and agencies in the country. They'll be in constant use in developing plans — and choosing media — for 1959-60 schedules.

The MARKET DATA BOOK has become a "must" for more than 200 trade and industrial media, which have found that it offers the maximum exposure to top advertisers under the most favorable conditions for fruitful consideration. "Tell-All" space will put *your* values in marketing power and services in the right place at the right time — will help provide the right answer to that 7th important question which every budget maker must ask. These men want and need the facts about your medium's market coverage — reader acceptance — market information — supplementary services which you can supply here.

***to be issued* JUNE 25 . . . *ad closing date* MAY 10**

Industrial Marketing's MARKET DATA & DIRECTORY NUMBER

HAWAII-BOUND—*The 50th state gets a bow in this gatefold spread in the June Holiday. The ad promotes Lentheric fragrances, Jantzen swimsuits and Matson steamship lines.*

tail store, a *Charm* editor will commentate the fashion shows. Sales aids include straw displays and a miniature of a Nassau policeman with "Gals on the go" printed on his white traffic disc. All fashions in the promotion will have "Gals on the go" hang tags.

■ A 28-minute 16mm color film picturing the fashions on the island will be shown at the stores in conjunction with the fashion shows. The film shows activities aboard the S. S. Nassau as well as on the island, against the background of native music. It will be given further screenings by the Nassau Development Board before club groups.

The agency is Arndt, Preston, Chapin, Lamb & Keen, and merchandising representatives from the agency will work with buyers and promotion people at all the stores of the Atkins chain.

■ A six-page color ad in the April issue of *Seventeen* combines four fashion manufacturers and a perfume house with the MGM movie, "Green Mansions," and all the fashions are pictured against the lush rain forest background of the movie.

Besides MGM, the advertisers are Jane Irwill sportswear, Jonathan Logan dresses, American Enka Corp. (promoting Blendura cottons "enriched with rayon"), Slimtite lingerie, and Antilope fragrance by Parfums Weil, Paris.

About 50 stores and several hundred movie theaters are tying in. Theater lobby posters feature the local participating stores, and the stores in turn promote the local theaters in their "Green Mansions" window displays.

JUNGLE IDYLL—*Parfums Weil promotes its Antilope fragrance in this color page, part of a six-page ad in the April issue of Seventeen, built around the MGM film, "Green Mansions." Other advertisers are American Enka, Jane Irwill, Jonathan Logan and Slimtite lingerie.*

Retail aids include copies of the novel, "Green Mansions," by William Henry Hudson, photos from the movie as well as photos of the merchandise, a fashion show commentary, tv and radio scripts, and display ideas. MGM field representatives are working directly with the stores to help set up the promotion. The campaign got further backing in the April *Seventeen* via an editorial feature, "Romance in a wild rain forest."

The five fashion pages were handled by Margaret Hodge Advertising; Donahue & Coe placed the MGM page. #

Grant Opens 42nd Office: Sets Hamburg Operation

Grant Advertising has opened an office in Hamburg, Germany, at Lohmuhlenstrasse 1. The office is the 42nd Grant office and 33rd outside the U.S. Rudolph Jon Wille, a native of Germany and formerly an account executive of J. M. Mathes Inc., is manager of the new office.

Rudolph Wille

Others on the Hamburg staff are Rolf Henning, art director, and Karl-Heinz Schulze, media dircetor. First major client is Veedol GmbH, a subsidiary of Tidewater Oil Co.

Two Join Sheaffer Pen

Michael Keith, formerly brand manager of Philip Morris Inc., and Stephen Seadler, former director of the Medimetric Institute, have joined W. A. Sheaffer Pen Co., Fort Madison, Ia. Mr. Keith has been appointed a staff assistant to the marketing vp, and Mr. Seadler has been named to the new position of market research manager.

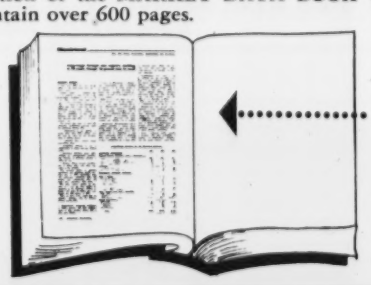
FOR THE ANSWERS TO THESE SEVEN DECISIVE QUESTIONS

THE "BUYING HANDS" WHICH PLAN CAMPAIGNS— AND SET SCHEDULES— TURN THESE PAGES

1. What current trends and developments in the industry are noteworthy?
2. What are the basic statistics —plants, location, sales, employment, etc.?
3. What does the industry buy — what products and services and how much?
4. How does the industry buy —buying standards, and executives who specify?
5. What sources are available for further detailed market information on specific products?
6. What publications serve the market — basic facts about them?
7. **What publications are best qualified for schedule considerations?**

"TELL-ALL" SPACE LIKE THIS (shown, the first page of a fact-filled ... ert, helps schedule-makers answer the all important Question 7 — *which media to select* — by dramatically presenting media values. More than 200 business paper publishers used such space in the 1959 edition, to strike hard for new or bigger schedules.

Our editorial pages give the up-to-date information which answers the first 6 basic market questions about each of 73 major industrial and trade markets which blanket U. S. industry. Charts and tables highlight the key data. This edition of the MARKET DATA BOOK will contain over 600 pages.



200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Woolf's Criticism of Chimney Sweep Is Answered in Record of Ad's Success

To the Editor: Under our form of government, lack of taste is not a crime.

But one should hardly want to publicize his failing, in this regard, as your James D. Woolf has done in his diatribe against the "chimney sweep" ad of our client, Knoll Associates (Advertising Age, March 30).

If anyone who bills himself as a "Creative Consultant" does not recognize instinctively, in his bones, that this is a great advertisement, there is no way I can explain it to him. For the record, however, let me cite the remarkable results which flowed from it:

Item: the ad first appeared five years ago. It whipped up such a wave of favorable attention that the client has repeated it annually ever since then in the anniversary issue of *The New Yorker*.

Item: a distinguished jury empaneled by the American Institute of Graphic Arts selected it as one of the 50 best ads of the year. The Art Directors Club of New York awarded it a medal.

Item: The *New York Times* devoted its entire Sunday advertising column to this campaign and reproduced the chimney sweep ad as an outstanding example of Knoll advertising.

Item: it has been widely reprinted in advertising and design publications in the U.S., in England and on the Continent. The value of the publicity alone to date far exceeds the cost of the advertising space.

Item: *The New Yorker* was so proud of it that the magazine reproduced the advertisement in a full color, double spread house ad in Advertising Age last year.

Some record for a "ridiculous" ad!

The basic error in Mr. Woolf's position is that he "cannot believe that this ad defines the image and personality which Knoll Associates Inc. wish their brand to acquire." But this is precisely what Knoll does want to do—and has brilliantly achieved. After all, the advertisement was not directed to readers of the *Arizona Farmer* but to a knowing, urban audience. Like all the other insertions in this series, it was carefully calculated to influence the very people whom Knoll counts on for its major source of volume. If anyone has any doubt about whether this aim was realized, he should view the pleasing contours of Knoll's sales curve since this campaign began.

As an agency, we know that there is a rightful place for the "conventional and sensible" type of advertising championed by Mr. Woolf. But there is also a glorious place for "chimney sweeps" in this business. And when you set out to create this kind of image, you must forget the Mr. Woolfs of this world.

Those two beloved words in his vocabulary, "conventional and sensible," would be a death knell to many a fine play, novel or photograph—as well as to most of the great advertisements running today.

Milton Sutton,
Creative Director, The Zlowe Co., New York.

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Kimberly-Clark Ad Was Featured by Chicago Group

To the Editor: We are embarrassed as can be for the Kimberly-Clark Corp. and its agency, Foote, Cone & Belding.

For in a photograph run in Advertising Age (March 30, Page 102), the case history of an ad presented by the Advertising Production Men's Club of Chicago before the Gravure Technical Assn. convention was attributed to the Personal Products Co. rather than Kimberly-Clark.

For the record, this ad was definitely and absolutely a Kimberly-Clark advertisement, and we must sadly confess an overzealous member of our organization succeeded in crisscrossing his notes of the proceedings of that afternoon with this unfortunate result.

We can only apologize to Advertising Age, Kimberly-Clark and Foote, Cone & Belding for this inadvertent mistake.

Our faces are red.

Ralph Gardner,
Gardner-Morris Associates, New York.

• • •

Caption Is Appropriate for Bears and Babes

To the Editor: Here's one to add to your juxtapositions. Were the bears placed above the babes in bras for a better look or was this

one of those makeup accidents—on purpose maybe? (*Star Magazine* of the *Washington Star*, March 29.)

Arch A. Mercey,
Ransdell Inc., Washington D.C.

• • •

Readers Comment on Rural Electric Co-op Editorial

To the Editor: Your editorial on "Rank Discrimination" (AA, Feb. 23) deserves an answer.

As we have pointed out before, the rural electric cooperatives are simply asking that private utility stockholders pay for political advertising the same as anyone else. Our members are the stockholders of our cooperative corporations and, as such, are paying for all such activities carried on by their local statewide or by their national organizations.

To paraphrase the recent U.S. Supreme Court ruling on beer and liquor expenditures for political ads, the power companies should be required to pay for those activities entirely out of their own pocket as everyone else engaging in similar activities is required to do.

If the power companies, like our electric cooperatives, operated without profit, paying no dividends to stockholders, there would be no profits to be taxed. Power companies are in a position to make a profit, and for that privilege are subject to income taxes.

We really do not see the point of furor you and commercial power company interests are seeking to raise by the unwarranted cries of "discrimination." With their exclusive franchises, rights of eminent domain, captive consumer markets and manifold other advantages, it is going to be hard for even the most influential industry to create much real pity for the poor downtrodden power companies. And don't worry, their $1,800,000 national advertising budget, and even larger local advertising budgets, will go on, and on, and on. The actual income tax liability of the individual power companies for propaganda advertising is practically infinitesimal in their financial picture.

Clyde T. Ellis,
General Manager, National Rural Electric Cooperative Assn., Washington, D.C.

•

To the Editor: In the Feb. 23 number of Advertising Age your editorial, "This is Rank Discrimination," misses the point entirely. Rural electric cooperatives advertise to live, privately-owned utilities, to kill.

There is a difference.

H. A. Hill,
Managing Editor, *Rural Electric Missourian*, St. Louis.

• • •

Latch String Is Out at Nyburg Advertising

To the Editor: The rest of the people in the office were real surprised to read that we employ "two persons in one office" (AA, Feb. 23). Sounds crowded but cozy. Fact is that we couldn't handle the $224,000 you credit us with on that basis if eating time were permitted.

For the record, it's 15 more or less on the payroll. Most of us huddle in the "one office" but we have tentacles in four shopping centers where Merchants Assn. secretaries are technically on the agency payroll.

Some time when you're in the sticks, peek around the door jamb and see how we do it. Obviously the latch string would have to be out. There wouldn't be room for it inside.

Robert S. Nyburg,
Nyburg Advertising, Baltimore.

• • •

Calls for Proper Use of the Word 'Subscribe'

To the Editor: Your April 6 issue carries an advertisement of *Electronic Design*, a publication practicing free distribution. The advertisement, however, contains the statement, "—28,400 engineers who *subscribe to Electronic Design*."

My purpose in writing is not to shoot darts at a particular paper, but to seek Advertising Age's help in keeping the terminology of the publishing business on a proper and meaningful basis.

Surely there can be little serious question that the words "subscribe to" or "subscriber" or "subscription," as we use them in our worlds of publishing and advertising, mean "paid for." Hence the use of such words by a publication with non-paid distribution is wrong and deceptive.

Whether this is deliberate or quite innocent misrepresentation isn't so important, perhaps, as the desirability of understanding the language of our business and calling things by their right names.

William K. Beard,
President, Associated Business Publications, New York.

• • •

Marlboro Man Rouses Two

To the Editor: Marlboro Man, you shock me! In fact, I'd like to make you a blushing candidate for "Advertising We Can Do Without." That is, if your supposedly well-meaning headline is really the not-so-well-meaning thought-

stream of a designing mind. And, if that supposedly helpful look is really the evil leer of an old roué hoping for "Better makin's." Stick to your own age group, Big (Grand) Daddy!

Ron Justin,
Copywriter, Montgomery Ward & Co., Chicago.

•

To the Editor: Here I am at the office, trying to be the good secretary my boss told me I would be if I read AA each Monday. And after reading Ivy Baker Priest's salute to the workers in the vineyards (Feb. 2), wherein she states "they are doing a great job in promotion of mass distribution of comforts and convenience, etc.," I am furious. Why? Because Mrs. Priest must also have included in her evaluation the attached Marlboro ad, which I interpret to suggest that, as a maiden, by smoking, I could gain the comfort and convenience for "better makin's" by merely smoking Marlboro cigarets and, at the same time, gain for

O.K. right the hard way!

O.K.

Gravure positives for national advertising must be made and proved, the right way, to fit the stock and running requirements of the publication. For America's finest—whether gravure or letterpress—it's

COLLINS, MILLER & HUTCHINGS, INC.
333 WEST LAKE STREET AT WACKER DRIVE
CHICAGO 6, ILLINOIS

ROCHESTER, MINNESOTA

On a per household basis, Rochester families rank 2nd highest in retail sales per household in the United States.*

	Per Household
CONSUMER SPENDABLE INCOME	$6160
RETAIL SALES	6610

ROCHESTER
(Olmsted County)
THE NEWEST
AND BUSIEST METROPOLITAN
MARKET*
* Sales Management, May 10, 1958

Where people have more money to buy products advertised in the POST BULLETIN

A 39,000 population city with a 200,000 population skyline. The 52nd largest airport in the U.S. with 110,000 passengers yearly.

The Outstanding Test Market in the Upper Midwest

ROCHESTER POST-BULLETIN

See your John Budd man for more details

Circulation over 24,500 daily

COLOR AVAILABLE!

myself an "old" man, old enough to be my father.

What does Marlboro really mean by "the cigaret designed for men that women like"? That Marlboro is a cigaret for men? for women? men for women? Yes, "one can tell the ideals of a nation by its advertising."

Helen Gawn,
Age 19, St. Louis.

• • •

Amplifies News About Foreign Agencies

To the Editor: Your issue of Feb. 23 last . . .

In the listing of agencies in the Netherlands you only mention two out of about 20 worth mentioning. The oldest, best known and largest agencies (de la Mar, Val Alfen, Palm, Prad) are omitted altogether.

We do not think that the source of your information is the right one and kindly refer you to the secretary of the Association of Agencies in the Netherlands (Nederlandse Vereniging voor Erkende Advertentie-bureaux V.E.A., N.Z. Voorburgwal 348, Amsterdam-C). Next year you might then be able to give a correct review.

By the way, we mention that we noticed similar omittances in your list regarding Switzerland, Belgium, Mexico, Germany, etc. Countries like Austria and Spain have been left out altogether.

Please do not doubt that we appreciate your efforts; because we do, we are eager to be of assistance.

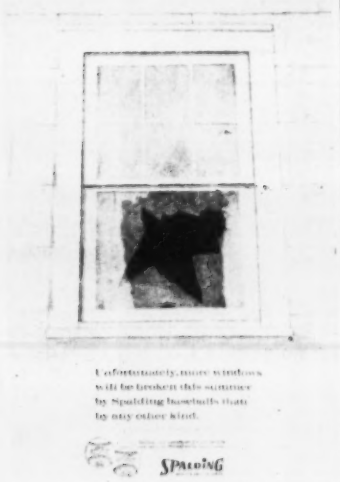
P. Baudin,
Nederlands Reclame-Adviesbureau Baudin, Amsterdam, Netherlands.

AA made no claim that the listing of foreign agencies was complete. For the most part, it included only those agencies which replied to a questionnaire.

• • •

Ah, Spring!

To the Editor: If you don't read *The Sporting News*, this ad probably won't have come to your attention. I think it a fine, refreshing creative idea!



John A. Burns,
New York.

• • •

Daniels Caught His Eye

To the Editor: Despite the fact I am a City Hall reporter, I find ADVERTISING AGE one of the best edited and most readable publications in the country today.

Those persons in the advertising business should certainly be appreciative of the wealth of news you give them every week.

One of your recent articles that caught my eye was about a speech made by Draper Daniels of Leo Burnett Co. The one-column head read, "Daniels Calls Brainstorming 'Waste, Nonsense.'"

I liked this paragraph: "Some people in this business like the committee approach because they don't have to think. An idea is suggested and the group will waste time offering dozens of reasons why it can't work. This is nonsense! Creative thinking is determining what can work."

No more basic, fundamental and truer statement was ever made in the history of man—and I'm going back to Plato and Aristotle.

If your annual subscription rate were $100 a year—which it isn't—this little article about what Daniels had to say would be worth every penny of it.

I wouldn't know Mr. Daniels from the Dalai Lama, but I'm most grateful to you for running this excellent story which was full of wisdom. Even the great Benjamin Franklin never said or printed anything better.

I'd sure like to hear more from this fellow Daniels.

J. James Moore,
City Hall Reporter, *Pittsburgh Sun-Telegraph*, Pittsburgh.

"CAPTIVE but NOT CAGED" *

*the intriguing title of an equally intriguing market study of **LION** Magazine subscribers. With a *median* annual income of $11,200, the Lion member has the authority and the means to buy your product or service for his business and personal needs. Want to meet him—*intimately*? Write or phone for your copy of "Captive—but Not Caged".

THE *Lion* MAGAZINE | 209 North Michigan Ave., Chicago 1
Telephone: ANdover 3-2500

The *SYRACUSE Market is BIG

1,432,700 people

When you think of it...think about ALL of it!

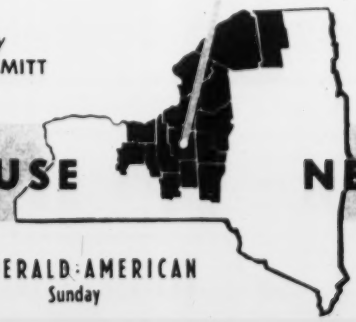
ONE THIRD THE TOTAL AREA OF NEW YORK STATE . . . and accessible. The one low-cost way to reach this big, prosperous market is the SYRACUSE NEWSPAPERS. *They deliver:* 100% coverage of the metropolitan area, *plus* effective coverage . . . up to 76% . . . in the surrounding 14 counties. *No other combination of media will do a comparable job at a comparable cost!* FOR TOTAL SELL-ABILITY in the Syracuse market, think of all the market . . . and get all of it! The SYRACUSE NEWSPAPERS' CIRCULATION COVERAGE DELIVERS *ALL* THE SYRACUSE MARKET.

15 Counties... All Yours!

- *Buying Income $2,470,791,000*
- *Retail Sales $1,722,092,000*
- *Food Store Sales ..$ 403,517,000*

FULL COLOR AVAILABLE—DAILY AND SUNDAY

Represented Nationally by
MOLONEY, REGAN & SCHMITT



*Results of Selling Research, Inc. latest Test Market Survey

the SYRACUSE NEWSPAPERS

HERALD-JOURNAL & HERALD-AMERICAN
Evening Sunday

THE POST-STANDARD
Morning & Sunday

ABC CIRCULATION: Combined Daily 241,159 Sunday Herald-American 205,658 Sunday Post-Standard 109,060

Plenty to crow about
Priced to Outsell 'em All
... and priced where sales make profits
SYLVANIA RADIOS
Transistors ... Clock Radios ... Portables
Now's the time to be a SYLVANIA Radio Dealer
1
2
When a Cosco step stool is handy, so are customers!
COSCO
3
She carries her purchase with pride and pleasure when you use CARRY-PACK Handles!
What an elegant way to save money!
CARRY-PACK
4
5
which department carries SO HIGH A MARK-UP with SO FEW MARK-DOWNS?
BUXTON
6
SCOTCHGARD
7
Gives you 7 good reasons for selling Swingline and only Swingline!
Swingline
SPECIAL AWARD
SERVICE
LIFE delivers America's car-buying households...
LIFE is America's Automobile Showroom in Print
THE

ABP MERCHANDISING AWARDS—Awards, made annually by Associated Business Publications for the most effective advertising in merchandising papers, were presented April 17 to advertisers and their agencies in New York. Shown here are the first award winners in the seven divisions, and the special award to *Life* for its merchandising of its consumer product advertising to druggists, food stores and automobile dealers:

1. Advertising to introduce new products or new packaging to dealers—Sylvania Electric Products Inc., Batavia, N. Y. (J. Walter Thompson Co., New York).

2. Advertising to promote product features and give product information—Stratton Furniture Mfg. Co., Hagerstown, Md. (Alfred Auerbach Associates, New York).

3. Advertising to merchandise consumer advertising to the trade—Hamilton Cosco Inc., Columbus, Ind. (Caldwell, Larkin & Sidener-Van Riper, Indianapolis).

4. Advertising to sell services, equipment and products not for resale—Carry-Pack Co., Schiller Park, Ill. (Sander Allen Inc., Chicago).

5. Advertising to link merchandise with seasonal promotion and to encourage dealers to use sales promotion aids—Swingline Inc., Long Island City, N. Y. (Al Paul Lefton Co., New York).

6. Public relations advertising, including trade association campaigns, institutional advertising, advertising by consumer media to influence dealers, etc.—Buxton Inc., Springfield, Mass. (Doyle Dane Bernbach Inc., New York).

7. Use of dominant space—multiple-page advertising which makes the most effective use of three or more consecutive pages in one issue—Minnesota Mining & Mfg. Co., chemical division, St. Paul, Minn. (MacManus, John & Adams, Bloomfield Hills, Mich.).

Special Award—For dramatic use of multiple space and color to encourage dealers to promote at point of sale the products advertised—*Life*, New York (Young & Rubicam, New York).

ABP Merchandising Awards Go to 27 Advertisers; Special Award to 'Life'

NEW YORK, April 17—Associated Business Publications today presented its tenth annual awards for the most effective advertising in merchandising publications in 1958, at a luncheon sponsored jointly by ABP and the Merchandising Executives Club of New York.

Presentation of awards in seven divisions were made to 27 companies and their agencies, and a special award was made to *Life* for its merchandising of consumer advertising. The '58 awards follow:

1. Advertising to introduce new products or new packaging to dealers. First award: Sylvania Electric Products, Batavia, N. Y. (J. Walter Thompson Co., New York, agency).

Awards of merit: Carrier Corp., Syracuse, N. Y. (N. W. Ayer & Son, Philadelphia); Georgia-Pacific Corp., Portland, Ore. (McCann-Erickson, San Francisco); Libby, McNeill & Libby, Chicago (J. Walter Thompson Co., Chicago).

2. Advertising to promote product features and give product information. First award: Stratton Furniture Mfg. Co., Hagerstown, Md. (Alfred Auerbach Associates, New York).

Awards of merit: Regina Corp., Rahway, N. J. (Mogul, Lewin, Williams & Saylor, New York); American Radiator & Standard Sanitary Corp., plumbing and heating division, New York (Batten, Barton, Durstine & Osborn, New York); E. L. Bruce Co., Memphis, Tenn. (Greenhaw & Rush, Memphis).

3. Advertising to merchandise consumer advertising to the trade. First award: Hamilton Cosco Inc., Columbus, Ind. (Caldwell, Larkin & Sidener-Van Riper, Indianapolis).

Awards of merit: Bissell Carpet Sweep-

Is there a patient in the house?

Doctors' ethics forbid advertising. This can cause problems. Like, for instance, when Salk Vaccine comes along. The problem: Who persuades 109 million Americans who need shots to come to doctors...when doctors can't, or shouldn't advertise? The answer: Turn to people who can, should—and do!

In 1957 the advertising profession and its clients, through the Advertising Council, launched a drive to get polio shots into everybody under 40 by the summer of 1958. Over 72 million responded by August 1st. This year your council will launch an even broader campaign aimed at all adults and especially children who are still unvaccinated and so exposing themselves to unnecessary risks.

Proud of advertising? You should be. It's helping make America a stronger, healthier nation. And by the way...have you had your shots?

ADVERTISING COUNCIL · PUBLIC SERVICE ·

if we're not running your copy, perhaps we've been remiss . . .

in Explaining The Value of Southern California's Third Largest Market; California's 4th, the Pacific Coast's 6th and the Nation's 27th metropolitan area. We've recently published a new market study on San Bernardino county, the major portion of this profitable market. We believe you'll find it valuable. Let a Cresmer & Woodward representative deliver it or write to —

SAN BERNARDINO SUN AND TELEGRAM

SAN BERNARDINO, CALIFORNIA

er Co., Grand Rapids Mich. (Leo Burnett Co., Chicago); Mirro Aluminum Co., Manitowoc, Wis. (Cramer-Krasselt Co., Milwaukee); Polaroid Corp., Cambridge, Mass. (Doyle Dane Bernbach Inc., New York).

4. Advertising to sell services; equipment and products not for resale. First award: Carry-Pack Co., Schiller Park, Ill. (Sander Allen Inc, Chicago).

Awards of merit: General Electric Co., miniature lamp department, Cleveland (BBDO, Cleveland); Hopp Press Inc., New York (de Garmo Inc., New York); Talon Inc., New York (McCann-Erickson, New York).

5. Advertising to link merchandise with seasonal promotion and to encourage dealers to use sales promotion aids. First award: Swingline Inc., Long Island City, N. Y. (Al Paul Lefton Co., New York).

Awards of merit: De Beers Consolidated Mines Ltd., Johannesburg (N. W. Ayer & Son, Philadelphia); Talon Inc. (McCann-Erickson); Campbell Soup Co., Camden (BBDO, New York).

6. Public relations advertising, including trade association campaigns, institutional advertising, advertising by consumer media to influence dealers, etc. First award: Buxton Inc., Springfield, Mass. (Doyle Dane Bernbach Inc., New York).

Awards of merit: F. S. Webster Co., Cambridge, Mass. (BBDO, Boston); Edwards Co., Norwalk, Conn. (Hicks & Greist, New York); Charles of the Ritz, New York (Rockmore Co., New York).

7. Use of dominant space—multiple page advertising which makes the most effective use of three or more consecutive pages in one issue. First award: Minnesota Mining & Mfg. Co., chemical division, St. Paul, Minn. (MacManus, John & Adams, Bloomfield Hills, Mich.).

Awards of merit: Whirlpool Corp., St. Joseph, Mich. (Netedu Advertising Inc., St. Joseph); Eastman Chemical Products Inc., New York (Doherty, Clifford, Steers & Shenfield, New York); Motorola Inc., Chicago (Leo Burnett Co., Chicago).

Special Award: Life, New York (Young & Rubicam, New York) for dramatic use of multiple space and color to encourage dealers to promote at point of sale the products advertised in Life. ☆

OKLAHOMA ANNOUNCES A FABULOUS NEW GASOLINE:

HIGH-Q EXTRA WITH HPI

TIGER TAIL—*Starting April 2 and running through April 23 this ad will appear in the Chicago Tribune, Sun-Times, Daily News, Herald American; Indianapolis News-Star and Times; Commercial News, Danville, Ill.; News-Sentinel and Journal-Gazette, Ft. Wayne, Ind.; South Bend Tribune, Terre Haute Tribune Star, and the Pharos-Tribune and Press, both of Logansport, Ind. Needham, Louis & Brorby, Chicago, is the agency.*

1st in Ohio in total grocery advertising for the FIFTH consecutive year!

TRY TESTING IN TOLEDO

We're willing — and anxious — to help you solve your test campaign problems with almost any special service that may be necessary. That's because we feel that the test campaign is one of the best ways to demonstrate what newspapers can do that other media simply can't match.

Hardly a week goes by that some ten or fifteen manufacturers' representatives, district managers or ad agency people don't visit us for information and counsel on the Toledo market — especially on test campaigns. You're welcome too!

• Year after year the Toledo Blade tops all other Ohio newspapers in grocery linage. Why? For one thing, the Toledo Market's 331,100 families have BIG appetites — appetites that are constantly stimulated by substantial editorial coverage. Another important reason — among many other reasons — is that retail grocers are systematically alerted to manufacturers' advertising programs by The Blade's unsurpassed marketing services.

TOLEDO BLADE · *Daily and Sunday*

TOLEDO TIMES · *Morning*

REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT, INC.

Marketers Elect Officers for Terms Beginning July 1, 1960

The American Marketing Assn. has elected officers for terms beginning July 1, 1960. President-elect is William F. O'Dell, Market Facts, Chicago (AA, April 13).

Vps to head the four divisions are Victor P. Buell, manager, marketing division, Hoover Co., marketing management division; William R. Davidson, professor of business organization, Ohio State University, marketing education division; Carl H. Henrikson Jr., vp, Stewart Dougall & Associates, development and promotion division, and Edwin H. Sonnecken, president, Marketing Planning Corp., marketing research division.

'Printing Magazine' Adds West Coast Supplement

Printing Magazine will add a West Coast supplement—*Printing Magazine-Pacific*—effective with its June issue. Walden, Sons & Mott, Oradell, N. J., publisher, has opened an office at 140 Geary St., San Francisco, to handle the supplement. Ramsey S. Oppenheim, formerly editor of *Pacific Printer, Publisher & Lithographer,* is the new Pacific Coast manager for Walden.

Mennen Offers Nursery Clock

Mennen Co., Morristown, N. J., is offering consumers an imported nursery clock valued at $3.50 for $1.25 with the purchase of a 59¢ can of Mennen baby powder. The clock will be shipped direct from Germany. It will be advertised starting next month in 15 consumer magazines. Grey Advertising Agency, New York, is the agency.

Hockey Magazine to Bow

United States Amateur Hockey, a new bi-monthly magazine, will be published by Americana Press, Madison, Wis., beginning next September. Guaranteed circulation is 5,000; one-time b&w page rate is $225.

Top 100 National Newspaper Advertisers: 1958

Source: Bureau of Advertising, ANPA

Compiled by Media Records

Company	1958	1957
1. General Motors Corp.	$34,603,336	$52,390,306
2. Ford Motor Co.	20,000,024	31,533,144
3. Chrysler Corp.	16,049,691	26,144,287
4. General Foods Corp.	14,193,039	7,917,380
5. Distillers Corp.-Seagram's Ltd.	12,112,999	11,781,350
6. Lever Bros.	9,220,071	14,288,510
7. Schenley Industries	8,952,863	8,295,414
8. American Tobacco Co.	8,757,784	5,265,110
9. Colgate-Palmolive Co.	8,276,947	8,663,208
10. General Electric Co.	7,004,632	6,799,213
11. Procter & Gamble Co.	6,972,897	7,939,655
12. National Distillers & Chemical Corp.	6,702,284	8,541,769
13. National Dairy Products Corp.	6,029,557	6,814,248
14. P. Lorillard Co.	5,924,520	4,205,610
15. General Mills	5,679,067	2,910,816
16. Philip Morris	5,572,421	5,464,195
17. Hunt Foods & Industries	5,425,390	2,270,875
18. R. J. Reynolds Tobacco Co.	5,215,711	4,600,007
19. American Home Products Corp.	4,638,493	1,919,172
20. Campbell Soup Co.	4,588,350	4,493,783
21. American Motors Corp.	4,295,899	2,807,997
22. Coca-Cola Co.	4,023,772	3,469,297
23. Quaker Oats Co.	3,889,910	3,839,399
24. Pepsi-Cola Co.	3,818,818	3,087,613
25. Eastern Airlines	3,635,321	4,174,114
26. Standard Oil Co. (New Jersey)	3,305,724	2,682,164
27. Standard Oil Co. (Indiana)	3,231,748	2,763,668
28. Hiram Walker-Gooderham & Worts	3,172,957	4,076,145
29. Doubleday & Co.	3,078,389	2,965,086
30. Westinghouse Electric Corp.	3,061,347	2,686,786
31. Corn Products Co.	3,044,049	1,372,919
32. National Biscuit Co.	2,982,993	3,362,597
33. American Airlines	2,964,339	2,498,676
34. Pillsbury Mills	2,953,690	3,114,078
35. Rexall Drug Co.	2,881,419	941,047
36. Gulf Oil Corp.	2,854,696	3,366,630
37. Socony Mobil Oil Co.	2,836,019	2,563,252
38. Standard Brands	2,768,516	3,743,465
39. Studebaker-Packard Corp.	2,738,153	4,804,199
40. Goodyear Tire & Rubber Co.	2,665,044	2,906,589
41. Trans-World Airlines	2,604,497	2,387,818
42. Liebmann Breweries	2,548,483	2,644,463
43. Carnation Co.	2,524,935	2,409,464
44. Shell Oil Co.	2,465,433	2,240,129
45. Kellogg Company	2,413,700	2,422,979
46. Pan American World Airways	2,386,489	1,824,054
47. Prudential Insurance Co. of America	2,348,539	2,006,847
48. Sterling Drug	2,329,208	2,423,801
49. H. J. Heinz Co.	2,292,355	1,633,303
50. Gillette Co.	2,249,120	3,212,481
51. Sun Oil Company	2,232,172	1,988,756
52. Armour & Co.	2,225,387	3,188,021
53. Curtis Publishing Co.	2,109,773	2,323,734
54. Swift & Co.	2,097,736	1,754,464
55. Borden Co.	2,093,207	2,037,519
56. Standard Oil Co. of California	2,047,287	1,749,413
57. B. F. Goodrich Co.	1,987,670	1,306,867
58. Phillips Petroleum Corp.	1,985,310	1,774,172
59. Liggett & Myers Tobacco Co.	1,983,298	2,763,668
60. Wm. Wrigley Jr. Co.	1,982,706	2,030,673
61. United Air Lines	1,972,711	2,280,948
62. Renfield Importers	1,945,070	1,756,395
63. E. I. du Pont de Nemours	1,872,567	2,224,897
64. Brown-Forman Distillers Corp.	1,869,467	1,672,502
65. Bayuk Cigars	1,848,200	989,463
66. Beech-Nut Life Savers	1,809,087	199,619
67. Delta Air Lines	1,775,007	1,519,608
68. Continental Baking Co.	1,732,120	2,126,142
69. G. F. Heublein & Bro.	1,723,817	1,950,250
70. Reader's Digest Assn.	1,680,734	1,504,352
71. Warner-Lambert Pharmaceutical Co.	1,635,213	2,101,024
72. Glenmore Distillers Co.	1,605,478	1,834,818
73. Time Inc.	1,584,721	1,630,860
74. Minute Maid Corp.	1,569,658	762,022
75. Kimberly-Clark Corp.	1,563,981	816,473
76. Anheuser-Busch	1,479,731	1,381,452
77. Plough Inc.	1,473,643	1,425,079
78. Beacon Co.	1,439,393	1,322,401
79. California Packing Corp.	1,427,778	1,310,805
80. Helene Curtis Industries	1,427,171	1,205,572
81. Atlantis Sales Corp.	1,376,254	650,871
82. Zenith Radio Corp.	1,366,572	792,839
83. Libby, McNeill & Libby	1,349,963	1,197,422
84. Philco Corp.	1,333,739	2,130,415
85. Norwich Pharmacal Co.	1,323,673	778,806
86. Yardley of London	1,300,419	266,455
87. Motorola	1,291,340	1,154,735
88. Capital Airlines	1,279,287	1,064,570
89. Firestone Tire & Rubber Co.	1,278,607	1,456,512
90. Institute of Life Insurance	1,278,343	1,647,960
91. Simoniz Co.	1,264,883	485,482
92. National Airlines	1,257,854	1,571,510
93. Bristol-Myers Co.	1,255,596	3,120,537
94. Consolidated Cigar Sales	1,247,275	1,019,661
95. New York Life Insurance Co.	1,219,929	1,226,901
96. Greyhound Corp.	1,210,880	1,028,078
97. Top Value Enterprises	1,196,120	510,300
98. John Morrell & Co.	1,184,855	916,164
99. American Dairy Assn.	1,167,603	566,517
100. Canada Dry Ginger Ale	1,151,831	1,373,549

Dailies' National Ad Volume in '58 Off 5%, BofA Says

(Continued from Page 1)

20.2% last year, dropping from a 1957 figure of $199,578,000 to $159,227,000.

■ General Motors Corp. again led all national advertisers in newspaper expenditures in 1958. Its chief competitors—Ford Motor Co. and Chrysler Corp.—were second and third, respectively.

The three auto makers maintained their leading positions despite heavy cutbacks from their 1957 newspaper ad budgets, according to figures compiled by the Bureau of Advertising, American Newspaper Publishers Assn. General Motors cut back from $52,390,000 in 1957 to $34,603,000 last year; Ford dropped from $31,533,000 to $20,000,000; Chrysler skidded from $26,144,000 to $16,049,000.

■ Two other advertisers spent more than $10,000,000 in newspapers in 1958—General Foods Corp., with $14,193,000, and Distillers Corp.-Seagram's, with $12,112,000. The General Foods budget was almost double its 1957 expenditure; the increase boosted it from tenth to fourth place.

Others in the top ten were Lever Bros. ($9,220,000), Schenley Industries ($8,952,000), American Tobacco Co. ($8,757,000), Colgate-Palmolive Co. ($8,276,000) and General Electric Co. ($7,004,000).

Another auto maker, American Motors Corp., moved from 34th place in 1957 (spending $2,807,000) to 21st place in 1958, with an expenditure of $4,295,000.

The BofA said total national advertising expenditure in newspapers in 1958 was $719,049,000, a loss of 5.1% from the 1957 total of $757,401,000. #

$1,250,000 Chun King Account Moves to BBDO

(Continued from Page 1)

were through and that I had picked BBDO."

Mr. Paulucci told AA that he had received a letter from George Reeves, head of the JWT Chicago office, on April 10 notifying him that JWT wished to resign the account.

The Chun King president said he had talked with 17 agencies in his search for a successor to JWT. Although he declined to name any of the agencies, AA learned that he reportedly talked to Foote, Cone & Belding, Leo Burnett Co., John W. Shaw Advertising and Needham, Louis & Brorby, among others.

■ Mr. Paulucci said he chose BBDO because of the agency's "people, creative ability and better marketing facilities." BBDO will handle the account from its Minneapolis office. William A. Young has been named account supervisor.

BBDO will handle Chun King's full line of American-Oriental canned and frozen foods and Nokomis wild rice. The company's line of Jeno Italian foods and Wilderness pie fillings (total billings of about $75,000 in 1958) will continue to be handled by Olmsted & Foley, Minneapolis.

JWT picked up the Chun King account in 1954 from Stockton, West, Burkhart, Cincinnati (AA, May 31, '54). Stockton, West, Burkhart had added the business less than one year before when Olmsted & Foley resigned (AA, June 15, '53). #

'Chicago Tribune' to Produce 'American,' 1st Step in Move

The *Chicago Tribune* will begin printing all daily and Sunday editions of the *Chicago American* about Aug. 1 as the first step in a move to bring the afternoon *American* to new offices in the quarters now occupied by WGN Inc. The radio and tv stations, also owned by the *Tribune*, will move to a new home in Chicago's northwest side by 1960 (AA, Jan. 12).

Until the present WGN annex to the Chicago Tribune Bldg. has been prepared for its new function, the *American's* editorial, advertising, circulation and business operations will be carried on in their present location in the Hearst Bldg. The Tribune Co. purchased the *American* in October, 1956. To house the *American* departments, four stories will be added to the present WGN annex to make an eight-story structure.

WILSON A. SHELTON, *formerly vp and assistant creative director of Compton Advertising, New York, has been named senior vp and creative director. He succeeds Alfred J. Seaman, who will announce his plans soon.*

Old Client's Debts Sink Grant & Wadsworth Shop

(Continued from Page 1)

thus became president of the agency.

■ The seed of the agency's destruction, Mr. Romig told Advertising Age, was Homecrafts Inc., a New York mail order house, one of several operated by brothers Abe and Louis Linet.

G&W had handled the account for about two years when, in 1953, the mail order house, ignoring established credit arrangements, took a three-week flyer in newspapers across the country and ran up a media tab of about $60,000. G&W had recovered only $12,000 of it when the Internal Revenue Service padlocked Homecrafts for nonpayment of taxes. Homecrafts subsequently went bankrupt.

G&W was only one of several agencies left holding the bag: J. R. Kupsick Advertising, New York, stuck for between $20,000 and $30,000, dissolved and its president, J. R. Kupsick, and Saul Kampf, a vp, took their bundle of about 30 accounts to the Daniel & Charles shop.

Palace Advertising, New York, was stung to the tune of $24,000. Its creditors approved a 20¢-on-the-dollar settlement. Klores & Carter and Manhattan Advertising, both in New York, were among other agencies also on the hook for sums ranging up to $14,000.

■ But G&W's burden, about $48,000, was biggest of all. Mr. Romig elected, against his lawyer's advice, to pay his debt off over a four-year period, a task he hoped to achieve by dropping some unprofitable small clients and going after the big ones.

"The agency at the time didn't comprehend, however," he told AA, "the obstacles imposed by such deferment to the securing of new accounts. And while obligations on the deferred accounts were met and some new capital was put into the business, other situations developed."

Irwin N. Gould, who headed G&W's Boston office until March 1 of this year, opened his own agency and took with him about $200,000 in billings.

"So, with increasing costs and greater demand for supporting services, etc., it was decided that it was futile to try to continue the business," Mr. Romig said.

■ William H. Eichhorn, an account executive with G&W for about 20 years, then took another $85,000 to $100,000 in billings over to Russell Kolburne Inc. Kolburne itself was formed in 1957 by Russell Kolburne, a former G&W vp, with about $130,000 in billings on 30 accounts he had serviced at G&W (AA, June 10, '57). Blanche Jampol, formerly secretary and media director of G&W, also has joined Kolburne.

William S. Walker, a G&W vp, has not announced his plans.

Left with Mr. Romig are about nine accounts, including a group of chemical companies, a Staten Island bank and a Philadelphia hardware company. Their billing value is not known.

Mr. Romig hasn't announced his plans either. #

Agencies Are Profits Pikers, Says Williams

(Continued from Page 2)

Mr. Williams said, is the widespread lack of clear business and personal objectives of agency people.

"You'd be surprised," he observed, "how many agency heads really don't know just what they want out of life, either for their businesses or for themselves.

"Remember," he cautioned, "there is no old folks home for retired admen, as there is for actors. Maybe there ought to be."

■ Of other common agency ills, Mr. Williams said that nepotism is by far one of the most destructive forces in agencies. And related to this, he said, is the failure, in a great many cases, of agency heads to line up successors properly. "The old man" must give the successor the responsibility and authority of leadership while he still has the prestige to pass it along and make it stick, Mr. Williams said.

Internal communications—or the lack thereof—is another great shocker in the agency business, he went on.

"We're the great gossip faction in the world," he said, and trade gossip about impending mergers, account losses, mass firings and the like can and does cause agency employes to run to other jobs if agency management fails to keep them properly informed.

"In so many cases," he said, "top management doesn't take the time, or just doesn't care" about keeping agency personnel informed. "This kind of thing goes on to a fantastic extent in New York," he added.

Turning to the current merger trend (Durham & Associates effected between 20 and 25 of them last year), Mr. Williams said that operating cost rises continue to be the big impetus behind mergers.

■ In another talk at the MAAN meeting, Dr. Perham C. Nahl, creative research director with Needham, Louis & Brorby, Chicago, said advertisers should not be so frightened of low believability in advertising. It may be exactly what is needed to jolt people out of old buying habits, he said.

A housewife who says she finds an ad completely believable probably means she finds nothing new in the ad, reasoning that everything old is generally believable, Dr. Nahl said.

If she finds an ad unbelievable, Dr. Nahl went on, she is likely to have one of two reactions. She may figure that since she doesn't believe it, she won't try the product.

"On the other hand," he said, "she may reason, 'I don't believe it, but I'll try the brand to see if it's true.' This may be exactly what you need to jar the buyer out of the groove of familiar buying patterns. If the product then backs up your claims," he said, "then you are really in business." #

THE ADVERTISING MARKET PLACE

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts, size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1958 **44,313**

HELP WANTED

LAYOUT ARTIST

Large radio electronics firm needs third man in fast growing advertising art department. Three or more years of layout experience with good working knowledge of production. Salary open. Send resume and samples with first letter to **Jack Miller, Advertising Dept., Collins Radio Company, Western Union Building, Cedar Rapids, Iowa.**

ADVERTISING MANAGER

Sick of shoveling snow? Commuting? The ratrace? AAA1 truck-trailer manufacturer wants young advertising manager and understudy for sales manager. Must have intelligence, personality, good advertising education and some agency or ad department experience. Great Dane Trailers, Inc. sells and advertises nationally. Headquarters in beautiful Savannah, Ga. where golfing, boating, fishing and hunting are year-'round activities anyone can afford. Advertising manager will work with agency, develop sales aids for dealers, handle co-op account. The opportunity for advancement in sales is greater than starting salary. Do not phone company. Give complete background first letter, which will be held in confidence and will be answered. **Reply only to George & Glover Advertising Agency, 805 Peachtree St., N.E., Atlanta 8, Georgia.**

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EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St., Chicago, SU 7-2255

ASSISTANT ADVERTISING MANAGER

Outstanding opportunity for dynamic young man age 23-28. Duties will include all phases of advertising in the major appliance industry. College Grad. with minimum of 1½ years experience with agency or mfg. required. Give full details, including salary requirements.

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Splendid opportunity for advertising and display position with well established department store in central Ohio county seat small city. Trading area 40,000 in well diversified county.
State age, qualifications. Some merchandising ability desireable. Reply
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COPY CHIEF: NEW YORK CITY
SALES PROMOTION AGENCY

Heavy sales promotion and merchandising copy b'g'd. Profit sharing, stock, other benefits. Send resume.

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"All is grist, which comes to our mill"
Andover 3-4424, 105 W. Adams St., Chgo 3

YOU'LL BE IN GOOD COMPANY

You may be the man we want if you have advertising and sales promotion experience—are alert, a creative thinker and enthusiastic. Prefer someone between 28 and 35 with company or agency experience. Must be able to write as well as create, present and sell ideas. Send resume with photo, stating salary and availability to **Advertising Department, Mobil Oil Company, 150 E. 42nd St., New York 17, N. Y. Absolutely no phone applications considered.**

ACC'T EXECUTIVE $15-20,000
Automotive exper.
COPYWRITER $15-20,000
Automotive exper.
MEDIA ASS'T DIRECTOR $10-13M
Substantial exper.
SPACE SALESMAN $5-7,200
Some exper. proven ability

For app't, phone **Fred Johnson**, formerly Western Mgr., **American Magazine**, now with

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EMPLOYMENT CONSULTANT
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SENIOR COPYWRITER ..... **Salary open**
Consumer product experience—small New England agency.
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Work with V.P.—degree—exp. with research organization or consultant preferred.
MARKETING MANAGER **$18,000**
To build department—industrial background—unusual opportunity for right man.
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2-3 years experience electronics—engineering degree—midwest agency.
EDITORS ..... **Salary open**
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Write or See I. M. DAIKER
AD MANAGERS ..... **$8,000-$14,000**
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ACCOUNT EXECUTIVE—COPY MAN ..... **$9,000-$12,000**
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TECHNICAL WRITERS ..... **$7,500-$10 000**
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Write or See CLIFF KNOBLE
DRAKE PERSONNEL, INC.
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POSITIONS WANTED

Account Executive from Germany

26, degree adv. high school, 8 years agency background; accounts: spark plugs, shoe polish, floor wax, household glass, 2 years acc. exec. on detergent account. Fluent in English and German. Seeks position as asst. acc. exec. or asst. adv. mgr. Write: H. L. Beck, 6 Rosenstrasse, Duesseldorf/Germany

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2 yrs. exp. with research agency, including questionnaire design, report writing, tab and field supervision, machine tab, graphic presentation. Age 26, married.
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Gone!-Your Headaches Gone when you hire this thor.exp.Artist.Lay.-Fin.29,marr.
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ADVERTISING-SALES PROM. EXEC. I'm chafing at the bit to turn my 10 yrs. of successful Ad, Sales Prom., Mdsg. exp. into profits for your medium size, but growing company. Creative writer. Able administrator. Broad consumer and industrial exp. Capable of adding that creative spark and following through as your Ad or Sales Prom. Mgr.
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ACT FAST! HARD-SELL WRITER AVAILABLE NOW!

ATTENTION EAST COAST AGENCIES
YOU CAN'T AFFORD NOT TO SEE THIS TOP CREATIVE TALENT . . . OUTSTANDING VERSATILITY . . . TERRIFIC VISUAL FLAIR . . . WIDE EXPERIENCE . . . EXTREMELY FACILE WRITER . . . IN N. Y. FOR LIMITED TIME ONLY . . . DON'T DELAY—WRITE TODAY!
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630 Third Ave., New York 17, N. Y.

READY FOR CHANGE-ANYWHERE

2 yrs. exp. (Cons-Prof-Tech); copy, layout, production, publicity, promotion, direct mail, trade relations, contact, marketing. Age 27, MBA student.
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Consumer Magazine Research Director seeking more responsibility with agency or national consumer publication. Workable knowledge in all phases of advertising; assisting your promotion, merchandising and sales personnel. 10 years agency and publishing experience. Salary bracket $10,000-$12,000. Chicago Area.
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COPY SUPERVISOR, major agency. Will need utility institutional experience **$18M**
ADV. & SLS. PROM. MGR. Must know grocery trade. **$13-15M**
ADV. & SLS. PROM. MGR. Packaging or building material experience helpful. ..... **to $14M**
ART DIR., POP, pkging **$12M**
COPY, woman. Mostly TV, some print. Drugatore-products experience helpful. Midwest. **$12M**
AE, food, young. Midwest. **$10-12M**

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West Coast Representative available for publication. 7 years successful West Coast space selling experience. If you are looking for rep to expand your space sales write:
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Well seasoned media rep is seeking established publication, either trade or consumer, for representation in New England territory. Has proven record of sales, good knowledge of New England advertisers and agencies, works hard. Salary or commissions . . . will prove his case either way. Write
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Operating out of New York, we are open for one established industrial trade publication. Two men-two cars, with years of experience. Performance references furnished.
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Now representing semi-annual magazine will give honest, earnest NY coverage for one or two additional solid publications.
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FOR SALE: Two partners willing to sell one-third interest in small pulp outdoor publication to seasoned ad man. New monthly has great growth potential. A terrific opportunity for top calibre space salesman who wants to better himself. More terrific for a man with sporting goods contacts. Chicago-area. National, regional and local advertising.
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POWERFUL Sales Letters Written, 10M copies $175 Free Watercolor paintings with orders. Drugs, toiletries, Aesthetics. Perry's P.O. Box 137, D-1 Barrington, Illinois

Increase sales by using monthly House Organ which can be personalized to meet your individual needs. **Kohr Enterprises, 517 Curtis Drive, Morrisville, Pa.**

PROTYPE with 20 fonts type. Used 2 months. Good buy. **Fred Zusi Agency, 1051 Bloomfield Ave. Clifton, N. Y.**

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Executive will Relocate

Diversified background executive capacities advertising (client and agency), merchandising, sales promotion, publicity, point-of-sale. Excellent administrator. Co-op ad specialist. Food broker experience. Outstanding record achievement present employer. Mature, stable 38, 15 years solid experience. Box 497, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

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In quantities—one to a thousand. Genuine JEWELTONE, fully COLOR balanced dye transfer prints from your COLOR transparency or artwork. Perfect for every sales, advertising or display need. Sizes 4x5 to 16x20. LOW COST! Example: 100-8x10 prints, $135.00, plus postage. Also, Carbo quality reproduction prints. Price lists and quotations on request.
COLORAGE, Inc.
116A S. Hollywood Way, Burbank, Calif.

Space Salesman
Available

Strong background in creative, hard-hitting sales and administration. Excellent record. With present publisher 7 years. 11 years experience. Seeking permanent remunerative position. Will relocate. Send for résumé now. Box 494, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

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NO FEES CHARGED
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Better Jobs—Lower Fees

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AD MGR hard goods W Coast **12-13M**
AD MGR ind mfg co **10-15M**
AD MGR brewery b/g ..... **to 25M**
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COPY SUPERVISOR foods **15-25M**
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Agency exp. preferred. Solid bkgd. in consumer goods.
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Capable Editor-administrator for bldg. materials magazine.
B. L. Clem
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IMPERIAL PERSONNEL
37 S. Wabash Ave., Chicago 3, FR 2-4233

Seattle Honors to Sicks' Brewing, Miller, Mackay

(Continued from Page 3)

Television: Bardahl International Corp.; Miller, Mackay.

Direct mail: Weyerhaeuser Timber Co., Tacoma; Cole & Weber.

Point of sale: Brown & Haley, Tacoma Miller, Mackay.

Outdoor: Brown & Haley; Miller, Mackay.

Transit: Canadian Pacific Railway; Honig-Cooper, Harrington & Miner.

Commercial movies: Bardahl; Miller, Mackay.

The Roy Marshall award was the sweepstakes that represented the top honor among the "golden addys."

■ Ribbon awards were presented in the following classifications:

Newspapers, retail, department stores, b&w: Frederick & Nelson.

Newspapers, retail, department stores, color: Frederick & Nelson.

Newspapers, retail, b&w: Pessemiers' Shoes; F.G. Mullins Co.

Newspapers, retail, color: Nordstrom's Shoe Co.; Martin & Tuttle.

Newspapers, national, b&w: Washington Mutual Savings Bank; Charlotte Smith Advertising.

Newspapers, national, color: A. Magnano & Sons; Frederick E. Baker & Associates.

Magazines, consumer, b&w: Frederick & Nelson.

Magazines, consumer, color: Weyerhaeuser; Cole & Weber.

Magazines, trade, b&w: Douglas Fir Plywood Assn.; Condon Co.

Magazines, trade, color: Douglas Fir Plywood Assn.; Condon Co.

Direct mail, persuasive: General Life Insurance Co.; Cole & Weber.

Direct mail, informative: Weyerhaeuser; Cole & Weber.

Direct mail, utility: Craftsman Press.

Television, any length commercial: Bardahl; Miller, Mackay.

Television, locally produced, 15 minutes or over: Richfield Success Story; Hixson & Jorgensen.

Point of sale, package label: Brown & Haley; Miller, Mackay.

Point of sale, display: White Stag Mfg. Co., Portland; Robert L. Rogers Co.

Point of sale, merchandising display: Olympia Brewing Co.; Robert L. Rogers Co.

Radio commercial: Sicks' Rainier Brewing Co.; Miller, Mackay.

Outdoor, poster: Brown & Haley; Miller, Mackay.

Outdoor, embellished: Centennial Flouring Mills Co.: Cole & Weber.

Transit, traveling: Lynden Eggs; Rune Goranson Co.

Transit, interior: Kaminske.

Transit, king size: Canadian Pacific Railway; Honig-Cooper.

Commercial movie: Bardahl; Miller, Mackay.

Thomson Leaves Haywood

J. H. Thomson, vp of Haywood Publishing Co., Chicago, and publishing director of *Electric Light & Power*, has resigned. He has not announced his future plans. His position on *Electric Light & Power* will be filled temporarily by Marshall Haywood Jr., president and general manager of the company.

CUTS HALFTONES ETCHINGS
5 SQ. INCHES FLUSH MOUNTED Overnight by Airmail. **1.65** Larger sizes, proportionately priced.
Ward Kah Box 87-A Glendale 6, Calif.

Keep Top Brass Informed

Give your management all the facts! Keeping up-to-date on what's going on is a must in today's fast-moving business scene. Our clipping coverage of over 3500 business, farm and consumer magazines, as listed in Bacon's Publicity Checker gives you the assurance of a complete clipping service. Check into our complete service today!

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English Snyder Gross
Houston Proud Bascom

CREATIVITY—*These were participants in the conference on "More Effective Advertising" at Columbia, Mo., April 10, co-sponsored by the University of Missouri school of journalism and the Advertising Federation of America. In this picture are Bryan Houston, chairman of the New York agency bearing his name; David Bascom, chairman of Guild, Bascom & Bonfigli, San Francisco; K. C. T. Snyder, radio-tv creative director of Needham, Louis & Brorby, Los Angeles; C. James Proud, president of AFA, and Earl F. English and Milton Gross, respectively dean of the school and professor of advertising.*

Ad Is 'Most Reliable, Most Believed' Communication Form, Says Houston

(*Continued from Page* 3)

emotions, you can be sure some few clowns at least will misunderstand, he said.

• Be careful that your gimmick doesn't strangle you. Mr. Houston said he had records of commercials and ads with a high interest and memory rating, but which sold nothing traceable because the interest and memory were attached to some part of the advertisement not for sale.

• It is well, before sneering at tired ads or tired adjectives, to remember that few people understand large vocabularies. The "tired" words may have a much better chance of carrying a clear meaning, he said.

■ David Bascom, chairman of Guild, Bascom & Bonfigli, San Francisco, told the conference that the secret of creativity is twofold: "You must believe in the desirability and the need for different advertising with all the fervor of a wealthy evangelist. And second, you must be fortunate enough to have clients with a great deal of courage and money, and a love of gambling."

Mr. Bascom summed up his views like this:

• There is a greater need today for advertising to be different than ever before. Since the economy's trend is toward sameness, and since what you can truthfully say about a product is not appreciably different from what your competitor can say, then "your only hope of being different is in how you say it," he said.

• The pressures, internal and external, against being different which are exerted on creators of advertising are great in strength and number. And he asked, "With the responsibility of spending a large advertising budget, would you be willing to gamble on untested, unproved ideas—or would you feel the wisest course would be to cautiously imitate others whose methods have proved to be successful?"

■ Olive M. Plunkett, vp and copy supervisor of Batten, Barton, Durstine & Osborn, asserted that in advertising "ideas have no gender." She advised students to better the batting average of advertising by:

"Never underestimating the quality of the unexpected.

"Advertising in the singular, rather than the plural.

"Talking to readers as though you liked them . . . knew they had common sense, and a sense of humor and a sense of taste.

"Breaking the rules.

"The rules that say always use photos instead of artwork," she added. "The rules that say you've gotta have a headline, and it's gotta be underneath the picture. The rules that say babies or brides or animals get readership. The rules that say never show unpleasant situations. The rules that say never joke with your reader."

■ Kenneth C. T. Snyder, vp and tv-radio creative director of Needham, Louis & Brorby, Los Angeles, argued that the strict dimensions of television—the small screen, the fixed 1:1.33 ratio, the 58-second limit, b&w—stimulate greater effort, which can result in more effective commercials. He asserted that "you can visualize anything in the world," and said, "When you're working with just 150 words, you have to get down to an essential idea."

■ Ted Lord, outdoor research director of Daniel Starch & Staff, argued the case for research applied to creativity. "Often a client will blame a medium for poor results," he said, "when it is really criticizing the copy, not the medium.

"Continuing research is necessary to improving creativity," he concluded, because no one knows all the answers or even all the questions, "and the only way to keep up with them is through continuing research." #

'Family Weekly' Names Flanagan; Goes to Honolulu

Family Weekly has appointed John C. Flanagan manager of its Chicago advertising sales office. Mr. Flanagan, a former western manager of *American Magazine*, was a partner of Badger & Flanagan, media representative, until last fall when John Badger joined *Suburbia Today* (AA, Sept. 29). Until recently Mr. Flanagan operated his own representative company, John C. Flanagan Co.

The *Honolulu Sunday Advertiser* will begin distributing *Family Weekly* with its May 3 issue, bringing the number of newspapers which distribute it to 181.

Myers Hits Open Discussion of Agency Payment

(*Continued from Page* 3)

Mr. Rubel said, is that an advertiser does not know or see what he gets from his agency for the 15% commission. The three things a company would like to know about the creating of its advertising, he said, are time involved, skill required and results obtained.

Account executives are caught in a bind, Mr. Rubel said. Account men are judged by what clients think of them and naturally will do all they can to please clients. It is the contact men who create additional costs to agencies and these same account men have little or no knowledge of costs and profits and have little interest in delving into this field, Mr. Rubel said.

"The 15% system is good but it is not the final answer," Mr. Rubel said. "Agencies can't provide all necessary services for an advertiser for just the straight 15% commission. Advertisers want to know just what an agency does for its money—just as in other fields. It is easy to see what an architect or real estate broker does for his compensation."

■ A formal contract between Reynolds Metals Co. and its agencies has proved to be very satisfactory for all parties, according to David Beard, general director of advertising for Reynolds.

"The contract spells out exactly what compensation our agencies will receive and for what duties," Mr. Beard said. "Also, our agencies give us a full report each year which shows exactly all work done on our account plus a financial report in which the agency lists such things as overhead, costs, income, profits and hourly rates for our account."

■ Howard Monk, president of Howard Monk & Associates, Rockford, Ill., a longtime opponent of the 15% commission system, explained his compensation system to the audience. Following is the "Monk method" of charging clients:

• Charges are based on man hours expended. Each staff member keeps accurate time records. Rate of each staff member is a direct reflection of salary.

• A budgeted monthly fee is set up based on estimated work load and the client is billed monthly at this figure.

• The agency commissions accruing during the month are credited against the fee billing for that month.

• Quarterly reports are submitted showing services rendered, commissions credited, total fees paid, net out-of-pocket cost incurred. The difference is adjusted by a check from the agency to the client or vice versa.

• No "surcharge" or add-on is made, or mark-ups taken on mechanical or any other work.

■ "The fee billing procedure is the total source of income," Mr. Monk said. "The client knows exactly what the agency is getting for its services—and the agency knows exactly what it is getting for what it is giving.

"It's a healthy and forthright arrangement because each client has the added satisfaction of knowing we eliminate the problem of having a few clients pay for the overhead used by all clients. Every client pays his way pro rata.

"Under our system, no part or area of advertising and marketing can be favored over another for compensation reasons. It is perfectly obvious that our compensation system completely divorces us from any influence occasioned by the amount or nature of expenditures," Mr. Monk said.

■ Small and medium-size advertisers were urged to aim high in the design and production of their advertising by G. D. Crain Jr., president of Advertising Publications Inc., and chairman of the Associated Business Publications judging committee which presented awards to 24 industrial advertisers (AA, April 13).

"Industrial advertising is a powerful competitive weapon, and the maintenance of free competitive enterprise and industrial democracy may well depend on how successfully manufacturers of all sizes present their sales messages to the buyers in the market place, gathered together through the medium of a strong industrial press," Mr. Crain said.

"Most industrial advertisers work with moderate appropriations. But this does not mean that their advertising cannot be outstanding, fully capable of creating a strong competitive position in their markets.

■ "It is a great mistake for any advertiser, and particularly the smaller manufacturer, to limit expenditures for the creative services which assure the most effective presentation of his vital sales communications," Mr. Crain said.

"Every page the smaller industrial advertiser runs in the business press is just as big and just as important to the reader as the page of the largest corporation in America. For the sake of strengthening competition and assuring the growth of industry, small and middle-size companies should insist both that advertising expenditures be adequate for the competitive marketing job to be done, and that in quality of content their advertisements meet the highest standards of the industrial advertising field," he said. #

Presenting-
your message to over 158,000 marketing men and women for as low as $5 per ad!

Complete coverage. Quick action. Low cost. That's why it pays to run your classified ad in Advertising Age. Try it!

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of $18.75 per column inch, and card discounts, size and frequency apply.

I am enclosing $_____

My Name_____

Street_____

City_____ Z___ State_____

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. Chicago, Illinois
4041 Marlton Avenue Los Angeles 8, Calif.

Prove Effectiveness of Your Papers as Media, Veckly Admonishes NBP

(*Continued from Page* 1)

products. More proof that your audiences read regularly and with interest. More proof that business magazines deserve their share of our advertising investment. More proof that business magazines in your field deserve their share. More proof that your magazine warrants our use."

Advertisers and media, to a large extent, are guilty of having made advertising more of an intangible than it really is, Mr. Veckly asserted. "Perhaps unwittingly we in advertising—advertising managers, agencies, media, *et al.*—in attempting to justify this great selling force have attributed to advertising certain qualities it could not possibly assume," he said.

■ "In the '60s it will become even more apparent that the only way you can evaluate the effectiveness of advertising is by first defining the job it can do. To do this, the advertising manager must first define his advertising objectives. Not broad objectives like 'to increase sales,' but specific objectives that assign to advertising only those responsibilities over which it has control and objectives specific to each market or products campaign.

"Let me give you an example. Our advertising objective for a specific product was to 'show its advantages as a material to engineers and designers who would specify or influence its specification.' This objective had not been changed for several years.

"A survey made last year among the purchasers of this product disclosed that the specification of this product had become standard, and designers and engineers no longer had an influence. So our objective was changed to 'to show competitive advantage of the USS product to purchasing agents.'

"Business publications in the '60s have a real opportunity to be the keystone media in industrial marketing programs," Mr. Veckly concluded. "But they must produce and must prove that they can produce the advertising results that can be expected of them."

■ The total volume of advertising will be more than $22 billion by 1969 if the business grows at the same rate at which it has grown the past ten years, Dr. Howard T. Hovde, vp and treasurer of Coordinated Marketing-Management Corp., New York, told the publishers. Under those circumstances, he said, business paper advertising volume in 1969 might be as much as $1.2 billion.

■ Because of the illness of Burton E. Hotvedt, Klau-Van Pietersom-Dunlap, what was scheduled as a two-phase report on "How Good Is Business Paper Promotion," was delivered by James W. Murphy, advertising manager of Allis-Chalmers Mfg. Co., Milwaukee, reporting on a questionnaire study he and Mr. Hotvedt had made of reactions to business paper promotion.

Emphasizing that the majority of advertising and agency men in the industrial field are not overly impressed with the quality of business paper promotion, Mr. Murphy said it is going to have to be considerably better in the '60s than it is now to achieve favorable attention.

Publishers are literally swamping advertisers with direct mail, he said, and they are not using advertising as well as they might to sell their own products. The advertising trade books, he asserted, are among the best and most carefully read in any field, but business paper publishers are not using their advertising columns as effectively as they might.

■ G. Carroll Buzby, president, Chilton Co., told the meeting that the '50s were characterized by big growth in business papers, but also by shrinking profit margins caused by rising costs. He predicted that the same problems would prevail in the '60s.

There is a great and continuing demand for higher publishing standards, for additional proofs of readership and advertising effectiveness, as well as for more and better market data, Mr. Buzby said. Merchandising and marketing services—particularly the more sophisticated and scientific research currently being demanded—raise the standards of publishing but also raise the question of how far the publisher can afford to go in these directions, he said.

His own company, he said, has developed a research division of such dimensions that inevitably it will be necessary to move toward making it self-sustaining by charging fees for the work it now does without charge for advertisers and agencies.

■ The '60s will probably see fewer and better business papers, because competition for readers' time will grow more acute, and editors and publishers will have to define their fields more clearly and focus on them more sharply, Irwin H. Such, editor-in-chief of *Steel*, told the group.

Dr. Joseph E. Batchelder, director of the Industrial Advertising Research Institute, said he hoped that in ten years everyone in the industrial field could get away from talking in terms of circulation and "regular readership" of publications, and could swing to more sophisticated research, discussing whether or not advertisers were getting their messages across.

His discussion of research was followed by a panel on reader research, in which discussion leaders were H. Redfern Hollins, W. R. C. Smith Publishing Co.; Howard G. Sawyer, James Thomas Chirurg Co., chairman, Business Publications Audit of Circulation, and Mr. Such.

■ A round table on business publication packaging discussed format and design, with participants including Allan J. Oppenheim, *Western Advertising*; Ernest R. Gauley, Consulting Engineer Publishing Co.; Charles Hansen, art director and designer, and Frank Richter, Watson Publications.

■ On Wednesday, Philip Salisbury, *Sales Management*, discussed how editors can help in meeting advertisers' needs (principally by producing a publication that gets read), and T. Richard Gascoigne, Hayden Publishing Co., discussed the role of the sales department.

A group of three tf club officers presented a summation of various phases of a study made among members of the tf clubs in Chicago, Cleveland and New York, reporting, among other things, that some 80% of the respondents expressed satisfaction with their jobs as business paper space salesmen and in general respected their publications' policies and the people under whom they worked.

Results of the study were presented by Robert J. Shea, *Public Works Journal* and president, tf Club of Chicago; W. G. Sheehan, *Electrical South* and *Southern Automotive Journal*, 1st vp of the tf Club of Cleveland; and Charles A. Wardley, *Hardware Age*, president of the Eastern tf Club.

The study, involving returns from some 250 business paper space salesmen, is the most intensive inquiry ever made in this area. It covers four areas: (1) The changing role of the salesman, size of territory, intensity of coverage, development of responsibility, etc.; (2) tools and equipment a salesman needs to do a more effective job; (3) what salesmen are doing to improve their own productivity, and (4) "the business magazine salesmen challenge general magazines."

In general, it shows that an overwhelming proportion of respondents believe they are functioning at good levels of efficiency, but about 20% are concerned about reduced territories, the possibility of reduced responsibilities and earnings, and possible loss of standing and security.

■ Morris Goldman, J. K. Lasser & Co., presented the annual NBP report on publishing costs, showing that in 1958 physical volume in reporting member publications was down 12% from the previous year. Revenue was off 4% and profits off 20%. He reported that costs are likely to increase, at least moderately, and emphasized that business papers cannot do research and merchandising requested by agencies forever without being compensated for it.

Burns Stewart Hildreth Dix Hollins Wilson

INDOOR TYPES—*After a healthy dose of the great outdoors, these gentlemen decided to do a little relaxing inside. They are Richard C. Burns, Mill & Factory; George C. Stewart, Constructioneer; John C. Hildreth, Chilton Co.; Arthur H. Dix, Conover-Mast Publications Inc.; H. Redfern Hollins, W. R. C. Smith Publishing Co., and William A. Wilson, Pit & Quarry Publications Inc.*

McKenna Rice Kneisly Kiefer

BUSMAN'S HOLIDAY—*Although leisure time at the NBP meeting was usually devoted to fun, occasionally there was shop talk. Here Kingsley L. Rice, Technical Publishing Co., N. McK. Kneisly, Irving-Cloud Publishing Co., hold a critique a deux over a business publication as Robert E. McKenna, Chilton Co., and David C. Kiefer, Steel, look on.*

His talk was followed by a discussion on costs and how to control them, with these panelists: Edward S. Safford, Rogers Publishing Co.; Luther P. Vrettos, King Publications; Bruce H. Dutton, Haywood Publishers Service Corp.; Robert E. McKenna, Chilton Co.; and Leo Haggerty, Conover-Mast Publications.

■ The final session this morning was devoted to a general explanation and discussion of the study of mail questionnaire techniques made by Putman Publishing Co. (*see story on Page* 55) and two-way discussion of general media competition for business paper advertising accounts.

Russell L. Putman, Putman Publishing Co., asserting that the amounts of advertising addressed to specialized business audiences currently appearing in general media may be as much as $50,000,000 or $75,000,000, said that it cannot be channeled into business publications merely by ridiculing current space-buying practices.

Most general media purchases are made because "it is the glamorous thing to do," he said, asking: "Is there any reason why the specialized business publications can't be more glamorous, impressive and exciting?"

■ A panel of three tf club officers discussed this aspect of the questionnaire study these clubs have just completed, and reported that 169 respondents to their questionnaire said they have lost business to general media, while only 63 said they had not. They advanced a variety of suggestions for sales and other material which would be helpful in halting or reversing the trend.

Participants in the discussion were G. C. Hooker, *Industrial Equipment News*, 1st vp of the tf Club of Chicago; Hugh Robinson, *Purchasing*, 2nd vp, Eastern tf Club; and Robert E. Watts, *Iron Age*, president, tf Club of Cleveland.

Adm. Arleigh Burke, chief of naval operations, who was the banquet speaker, asserted that the possibility of war is remote, but that if it comes we have the capacity to destroy the Soviet Union. #

Sanger Agency Buys McClellan

Sanger-Funnell, New York, an agency which bills about $1,300,000 in industrial accounts, has acquired McClellan Advertising Agency, Long Island, for a price "in excess of $50,000." According to Robert L. Neff, president of Sanger-Funnell, the McClellan agency will be operated as a subsidiary and will continue under its original name. He said Sanger-Funnell acquired the smaller shop to broaden its own operation and to acquire the McClellan account list, a string of electronics accounts billing about $750,000. Malcolm W. McClellan, former president of the McClellan agency, will be a director of Sanger-Funnell.

Further Steps to ABP-NBP Merger Are Urged by Smith

(*Continued from Page* 1)

gether in a unified endeavor best suited to the needs of both paid and non-paid business publications—to be spearheaded by the leadership of both Associated Business Publications and National Business Publications, plus the related leadership of the Congress and other government officials affected by the split personality which now exists.

■ "I am convinced that it can be accomplished. Such a mutual-interest get-together is closer than you may think," he said.

Mr. Smith also paid tribute to the "State of the Nation" dinner sponsored annually in Washington by NBP and asserted, "Nowhere is there a more productive device for creating the impression of the togetherness—of the harmony—of the business press . . . The dinner truly carves out a real image of prestige for business publishing per se, unified though it may not now be."

■ In the annual election, P. M. Fahrendorf, vp of Chilton Co., was named chairman of the NBP board, succeeding Mr. Smith. Named vice-chairmen were Louis J. Perrottet, *Electrical Manufacturing* (for public relations); Marshall Haywood Jr., Haywood Publishing Co. (for membership); William L. Chapman Jr., *Medical Economics* (for legislation); and John W. Hartman, Bill Bros. Publications (for operations).

Leonard A. Eiserer, American Aviation Publications, was named treasurer. Robert E. Harper was re-elected president, and William P. Giglio, vp, and Lorelli E. Lundry, secretary and assistant treasurer in the association's headquarters, were also re-elected.

Messrs. Fahrendorf and Hartman were elected to four-year terms as directors, as were Joseph S. Peacock, Howard Publishing Co., and Leonard Tingle, *Progressive Grocer*. Appointed to fill vacancies on the board were Milton B. Kihlstrum, Miller Publishing Co., and T. Richard Gascoigne, Hayden Publishing Co.

■ A number of changes in the association's by-laws were adopted with little discussion. The most important changed the wording of the by-law relating to eligibility as it is concerned with auditing. The section originally called for auditing by "an independent auditing organization, acceptable to the board of directors." This now reads simply, "an established auditing organization," and presumably opens the possibility of membership to publications supplying audits other than those of ABC and BPA. #

Keep in Day-to-Day Contact with Management, Ad Managers Urged

(Continued from Page 1)

advertising," he said, "but are frightened by the great costs of advertising today. It must be pointed out that advertising cost increases are no greater than those experienced by other parts of the business."

■ On the same subject, Richard Moore, president of KTTV, Los Angeles, expressed concern over "signs of increasing acceptance of a point of view that is ashamed of and opposed to advertising." In his opinion, the anti-advertising attitude will have an important effect upon the contribution of tv in maintaining the balance between production and consumption of products in the 10 years ahead.

There are, he pointed out, many who are persistently sniping at advertising on tv. The fact that the recent Academy Awards telecast carried no commercials is evidence of anti-advertising minds, who feel the awards would have been tainted by advertising. As other evidence of this attitude he cited a proposed California law limiting commercials to two minutes, with only one commercial every 10 minutes, and the eight anti-ad moves cited by the Magazine Publishers Assn. (AA, April 6).

The net effect is "guilt by definition" with all advertising considered bad in itself, without distinction, Mr. Moore asserted. Announcing that he doesn't believe the public objects to advertising, and he wants to prove it, Mr. Moore offered "seriously and firmly," to turn over one half hour weekly in good time, to run nothing but commercials.

"We do reserve the right to sell this program for sponsorship," he added.

■ Also addressing himself to current "attacks on all mass media," Robert Elson, of *Life*, asserted the job is to prove that advertising-supported media are in the public interest. Mr. Elson admitted there is some element of truth in the feeling some media are failing in their duty.

■ Speaking of the role of advertising in management, Paul Willis, advertising vp of Carnation Co., said "advertising possesses no prerogatives nor vested right to management participation. These must be earned through the cultivation of confidence and through effective performance.

"This is achieved by recognizing and establishing that advertising is not an isolated facet of the marketing function, but an essential and specialized part of a coordinated effort that for maximum results does require the specialized experience and talents of an advertising man at the high-level, original planning stage," he said.

As a criterion of the importance of advertising in business, Mr. Willis pointed out that with companies in certain types of business the annual advertising budget is substantially greater than is the net profit after taxes.

"This is true of Carnation, but certainly should not be construed in any negative sense," he said. "It may well reflect a very sound and aggressive growth policy which will insure long-term stability and expansion."

■ The change of emphasis from productivity to marketing didn't take place until 1953-55, when, for the first time, the U.S. had more people employed in selling and servicing of things made for the market than were employed in the production of those things, John McLaughlin, marketing consultant, told the ANA group.

"Stripped of all fancy words and trimming," he said, "the marketing concept simply seems to mean that business concentrates all of its efforts and activities on creating, producing and selling things people want and will buy, instead of focusing all its efforts on selling what it makes."

■ Based on years of study of successes and failures in businesses and products, his agency has concluded that the company which pioneers wins in the long race and gets the greatest profit return, Paul Morgan, vp of Campbell-Mithun, said. He reported that from such studies, the agency has developed a basic philosophy of helping clients pioneer.

Mr. Morgan presented 11 ways to pioneer, and examples of such pioneering: (1) A product idea (Saran Wrap aluminum foil); (2) in product quality (Cadillac); (3) a product improvement (a better gasoline); (4) a line of similar or associated items (Pillsbury's biscuits and cookies); (5) in packaging or design (baby foods in glass, Marlboro's flip top box); (6) in consumer and dealer service (General Mills' Betty Crocker home service); (7) in pricing (A&P's low prices . . . or increased prices); (8) in new methods of distribution (vending machines, Sears' All-State insurance); (9) in public, employe and dealer relations (Bell Telephone); (10) in sales promotion (Kroger stores), and (11) in advertising (Hamm's beer "From the land of sky blue waters," "That Ivory look").

"Glass Wax pioneered in pricing," Mr. Morgan said, "charging 59¢ instead of the usual 17¢ and 19¢. Incidentally, some of our clients are testing products right now that show greater sales volume from higher prices."

■ Mathematics can be a "new force" that may reshape many patterns of thinking in the field of marketing, Curtis Rogers, of Market Research Corp. of America, predicted. He explained he does not mean statistics as such, or the use of electronic data processing equipment, but the same principles of higher mathematics now used in physics and engineering.

Mr. Rogers said terms like "game theory" and "communications theory," which stand for the mathematical principles governing promotion and organization, will come into common usage. "The building of mathematical models will reveal previously unknown relationships between advertising allocations, manufacturing margins and other key business elements."

He said that even now mathematics can help management answer such questions as: "How should promotional effort be allocated among several products in our line?" and "How should promotional effort be varied under changing business conditions?"

■ Reporting on cost trends for print production, Clay Huff, vp of Batten, Barton, Dustine & Osborn, gave this breakdown of $2,000,000 of such work his agency had billed in December, 1958: Art, 45%; engravings, 30%; composition, 15%; electros, 10%.

All of these costs, except art, are rising slowly, with a projected annual increase of about 4%, Mr. Huff said. Art costs, which had not increased as rapidly as others until the last three years, are hardest to anticipate because most such work is done on an individual basis, he commented. #

Last Minute News Flashes

Armstrong, Fenton & Vinson Gets Electric Charles

SAN DIEGO, April 17—Armstrong, Fenton & Vinson has been appointed to handle advertising for the Charles, new electric automobile made by Stinson Aircraft Tool & Engineering Corp. First production models came off the line several days ago, and Dr. Charles Graves, exec vp of Stinson and president of Charles Motor Corp., said the company will be turning out Charles cars at the rate of 80 a month in July, with stepped-up production beginning in September. The Charles will be test marketed in Southern California, with other western areas to be opened 90 days later and national distribution scheduled to begin in mid-1960. Newspapers, tv and radio will be used in the test markets, with magazines and outdoor advertising scheduled later.

Cormac Ads to Introduce One-Step Photo Processor

NEW YORK, April 17—Cormac Chemical Corp., which today introduced here a line of photographic developing and fixing solutions called Unibath, which combine developing, stopping and fixing operations in a one-step process, will use photo magazines, newspapers and trade publications to push the product. Wexton Co. is the agency. Frank Newman, formerly advertising director of Eutectic Alloys Corp., has been named national advertising and sales promotion director of Cormac Photocopy Corp. and Cormac Chemical, and J. C. Tohill, previously national sales manager of Ilford Inc., has been appointed Cormac Chemical's national sales manager.

Apple Institute Names Van Sant; Other Late News

• **The National Apple Institute,** Washington, D. C., has assigned its advertising account to VanSant, Dugdale & Co., Baltimore, effective July 1. Charles W. Hoyt Co., New York, was the former agency.

• **Redbook** is screening more than 30 agencies, seeking one to handle its $200,000 account, dropped by Ellington & Co. after it acquired the $500,000 account of *Good Housekeeping* in March.

• **United Artists** will break a special newspaper and radio campaign in June for its new release "The Horse Soldiers," starring John Wayne and William Holden. Odd-size ads (facing half-pages, L-shape and U-shape spaces) will be used in 400 to 500 dailies, plus spot radio in 100 markets. Monroe Greenthal Co. is the agency.

• **Joseph D. Nelson,** vp and account supervisor, Cunningham & Walsh, New York, has been appointed director of the account management and contract division of the agency. Mr. Nelson is already supervisor of Andrew Jergens and other accounts.

• **Frank Snell,** formerly assistant to the creative director of Compton Advertising, New York, has been named business manager of the creative department, a new post, and also a vp.

• **Tv sales boom**—At ABC-TV, P&G renewed "Rifleman," "Wyatt Earp" and "The Real McCoys" and added "The Detectives," and part of "The Alaskans" and "Cheyenne" after dropping two westerns on NBC and "The Lineup" on CBS. Miles Labs and R. J. Reynolds signed a new western, and American Chicle, Whitehall and Carter bought a new mystery at that network, and American Dairy Assn. eyed Lawrence Welk. At CBS-TV, Kimberly-Clark and General Foods signed "Twilight Zone"; Pharmaceuticals bought "Peck's Bad Girl" as a Godfrey replacement, and Lorillard picked up alternate weeks on "Derringer." At NBC-TV, Plymouth made official its buy of Steve Allen every Monday night. Ford dickered for a series of hour specials, and Philip Morris signed "Troubleshooters." Firestone said its "Voice," originally a radio show, now on tv, would leave the air June 1 after 31 years because no network offered it prime tv time.

• **Macmillan Co.,** New York book publisher, has moved its account from Kastor, Hilton, Chesley, Clifford & Atherton to J. M. Hickerson Inc., New York.

• **Rosel Hyde,** senior member of the Federal Communications Commission, has been appointed to a new seven-year term.

• **Goss Co.,** Chicago, a division of Miehle-Goss-Dexter, has named Buchen Co., Chicago, to handle its advertising, effective July 1. Ladd, Southward & Bentley, Chicago, is the previous agency.

• **Livingston Coffee Co.,** Chicago, will introduce its new Fireside egg coffee in the New York metropolitan market in May. Advertising breaks around May 15 in 17 dailies. Keyes, Madden & Jones, Chicago, is the agency. Fireside egg coffee was first marketed last month in Chicago (AA, March 16).

• **Richfield Oil Corp.,** Los Angeles, will use nine color pages in western split-run editions of *Life* and *Look*, marking the first use of these editions by a western oil company. The ads will begin in *Life* April 27 and *Look* May 12 and run through December. Six of the nine ads will also run in two colors in the Pacific Coast edition of *True*, and several will run in four colors in the western edition of *The American Weekly*. The remainder of the campaign calls for heavy use of outdoor and painted bulletins, two-color newspaper ads, the "Richfield Reporter" on CBS Pacific Radio Network, and radio and tv spots.

• **General Mills** is currently introducing nationally Betty Crocker Quick Bread Sticks—a new refrigerated and ready-to-bake product. Local newspaper supplements and large-space ads in dailies will be used in major markets throughout the U. S. Knox Reeves Advertising, Minneapolis, is the agency.

• **Peoples Gas Light & Coke Co.,** Chicago, will begin a campaign Tuesday (April 21) to promote installation of combination gas heating and cooling units in homes and businesses. Newspaper ads in the four Chicago dailies and the Midwest edition of the *Wall Street Journal*, outdoor, spot tv and direct mail will be used. Needham, Louis & Brorby, Chicago, is the agency.

• **United Vintners,** San Francisco, consolidated all its advertising in one agency this week, naming Honig-Cooper, Harrington & Miner to replace Young & Rubicam on its Petri division, effective Sept. 1. Honig-Cooper has handled the Italian Swiss Colony division of United Vintners since 1951.

• **Time Inc.** told a stockholders' meeting Friday that advertising on order for the second quarter in its magazines was "about 8.5% ahead" of the same quarter last year. Net after taxes for the first half of 1958 was $5,350,000, but Roy Larsen, president, said the company "may improve on that showing" this year.

H. GORDON SCOWCROFT, *formerly director of marketing development of Campbell Soup Co., has joined United Fruit Co., Boston, as vp in charge of marketing.*

FCC Lifts Bans in Move to Fill TV Service Gaps

WASHINGTON, April 16—In moves to fill the gaps in the nation's tv service, the Federal Communications Commission this week withdrew its objections from a variety of stop-gap arrangements designed to relay broadcasts into isolated and remote areas.

The actions involved a green light for community antenna systems and translator stations, and a proposal for legislation legalizing vhf repeaters which have been built on a bootleg basis in many rugged areas, particularly in the West.

Also on the tv coverage issue this week, the commission was reported to be moving toward a watering down of engineering standards in an effort to bring additional stations into population centers which still lack a third vhf service.

■ The plan, which is regarded as a short-run solution to the current shortage of stations, would involve "drop in" of additional vhf stations in markets which currently have only two stations. The plan hinges on a proposal that FCC waive stringent engineering rules which prohibit the use of the same channel for stations less than 170 miles apart.

There have been estimates that at least 35 of the top 125 markets would be eligible for "drop ins" under the modified engineering standards now receiving consideration.

■ For the long range FCC still talks officially of shifting all tv to the uhf band. However, the commission recently received word that the Department of Defense may be willing to release portions of the vhf band currently under its control.

Conferences are currently being arranged in the hope that sufficient new vhf "space" will be obtained to clear the way for 18 to 20 additional channels in the vhf band. While these channels could not be received on existing sets, industry and commission experts believe the adoption of a new all-vhf tv system with as many as 30 channels would represent a far more practical long-run solution to the tv allocation problem than the oft-rebuffed proposal to shift to the unpopular uhf band. #

Long Retires from 'Cue'

W. T. (Shorty) Long, vp of Cue Publishing Co., New York, retired April 15. Mr. Long, who has devoted most of his time and attention to alcoholic beverage advertising since Repeal, first with *Esquire*, then with Liquor Publications, and with *Cue* since 1950, will continue to serve as a consultant for *Cue* in that field.

B+C

. . . means

Bertsch + Cooper

. . . it also means Chicago's largest, complete typographic service facilities

Type faces used are:
Modified Century Schoolbook with Bold

Ad Battle of Steel Institute, Steelworkers Union Near End as Contract Talks Approach

NEW YORK, April 14—Two of the "most unusual advertising campaigns in business history" are about to come to a close.

The beat-inflation-by-holding-the-line-on-wages campaign which American Iron & Steel Institute has been running since January in 400 newspapers in 28 states will bow out at the end of April.

Also (although it has not been finally decided) the campaign that United Steelworkers of America (CIO), Pittsburgh, has been running since January in 40 newspapers, stressing the importance to the community of a labor force able to purchase the things it needs, is expected to be terminated about the same time as the institute's campaign.

The Steelworkers fired the first gun. In a series of weekly ads which have been running since the first week in January, the union has stressed, industry-by-industry, how an extra $1 billion in the pockets of 1,250,000 steelworkers would bring substantial benefits to the whole national economy.

Memo to-
Manufacturers of Home Appliances
How many washers and dryers could your dealers sell for an extra billion dollars?
United Steelworkers of America

CONSUMPTION-POWER CAMPAIGN—*To build public support for its side in the forthcoming negotiations, United Steelworkers of America used a series of ads like this to show the value to business of increased buying power on the part of its consumer members.*

Robert Wiltman Co., Pittsburgh, is the agency.

■ The institute, an association of 100 steel companies, opened retaliatory fire Jan. 26 on an every-other-week basis, emphasizing the effects of the inflationary spiral on the economy generally and pointing out specifically how higher costs in the steel industry would increase over-all costs in virtually all other industries.

Hill & Knowlton is the agency.

For the most part, the general public does not seem to have been particularly impressed or even aware that these ad campaigns represented what may be described in military terms as barrage and counter-barrage preliminary to a major attack.

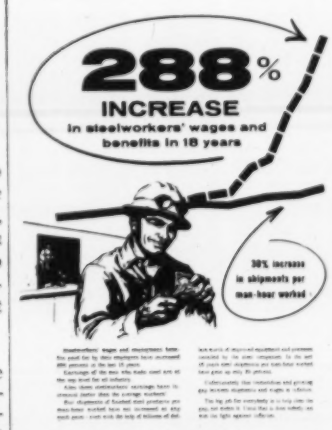
Labor contracts expire June 30 in the steel industry. Formal contract negotiations open here May 18, with four-man teams representing the industry and the union. But these will be largely preliminary. The real negotiations will get under way June 1. Meanwhile the steel industry is operating at close to full capacity, because steel users are buying heavily in fear that there may be a strike July 1.

■ Despite the fact that the steel industry is operating at an estimated 93% of capacity, there are still reportedly 80,000 steelworkers unemployed. Employment has risen only 20% since last April, while monthly production has increased nearly 100%. The union insists that labor is the main factor responsible for increased productivity and that the steel companies can afford to pay more in wages and cut hours.

As the union's ads have pointed out, if the steelworkers get more money they will be able to buy more autos, clothing, appliances, etc. But critics of this philosophy, including the institute, counter that the union's position will lead to more inflation, and that the result will be higher price tags for consumer goods generally, because the steel companies will post higher prices on all steel products

■ In its ads the institute warns "Some people think they can enjoy a little inflation. But too soon comes the day when rising costs force prices up so high people don't have enough dollars to go around."

The union has run its ads and, more or less, let it go at that. But the institute has sent out 25,000 pre-prints of each of its ads to member companies for distribution in local communities. It has also developed suggested radio scripts to be used as commercials by member companies. Of the institute's members, 14 companies have used some of these. Also several of the steel companies have reproduced the institute's ads in their house organs, and about eight companies have reproduced the institute's ads, with variations, as part of their own advertising programs.

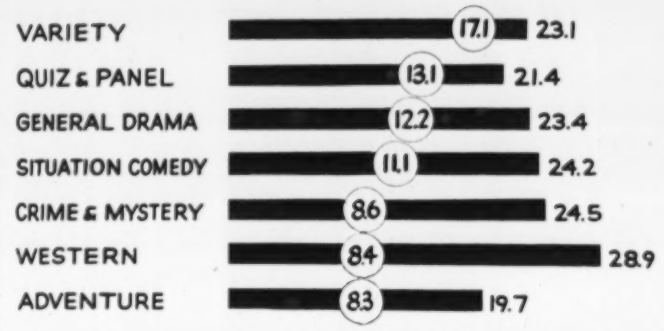

288%
INCREASE
in steelworkers' wages and benefits in 18 years
30% increase in shipments per man-hour worked
Inflation robs us all

ANTI-INFLATION CAMPAIGN—*American Iron & Steel Institute's campaign against inflation, which has run since January in 400 newspapers in 28 states, will draw to a close at the end of April, as steel wage contracts come up for renewal negotiations.*

■ How effective have the campaigns been? Nobody can say. But Sen. Estes Kefauver (D., Tenn.) has called a Senate committee meeting April 22 to investigate steel wages and prices before industry-labor contract negotiations begin.

Is the advertising likely to have any effect on the contract negotiations? Nobody seems to think so. But, it is pointed out, the steel companies and the union have used advertising to outline the essential points of their respective cases before the bar of public opinion, in the belief that public sentiment can materially influence the final results of the negotiations.

AVERAGE SPONSOR RATING BY TYPE OF PROGRAM



ADVERTISING IMPACT—*Variety, quiz, general drama and situation comedy appear to provide the best climate for an effective network tv commercial, according to this "sponsor rating" comparison prepared by Norman, Craig & Kummel. The figures to the right are the average Nielsen total audience rating for the first November, 1958, report. The agency figured the circled "sponsor rating" by applying Trendex sponsor identification percentages (covering June, August, and October data) to the rating.*

Non-Violent TV Best for Sponsor Identification, NC&K Study Finds

(*Continued from Page 2*)

that the agency had to work with the data available; Nielsen has no SI figures. An analysis last week in ADVERTISING AGE used more up-to-date Trendex figures on sponsor identification and ratings (AA, April 6).

Mr. Norman called attention to the fact that most of the high "sponsor rated" shows as compiled in the study are (1) live rather than film (the agency hasn't had time to evaluate the effect of tape, if any, on SI scores); (2) "warm, human, friendly" and (3) not western, crime, mystery or adventure shows.

The agency executive said he believes the low sponsor recall on westerns and action programs stems from the tendency to forget unpleasant things like shootings, murder, mayhem and danger.

What then about "Maverick," the highest rating show with which NC&K is associated? Is this a bad buy?

"Maverick," Mr. Norman explained, is different. First, it has a high sponsor rating for a western—No. 16 on one of the periods tabulated by the agency. Second, it is not a typical shoot-em-up. Maverick is a warm guy, he makes mistakes, he doesn't always win; the show is a tongue-in-cheek western, he continued.

■ The real shocker in the presentation comes when the agency shows the variance between sponsor identification on different programs presented by the same advertiser.

Among the factors which tend to increase viewer recall of the sponsor, according to the reports, are:

- Every-week rather than alternate-week sponsorship.
- Hour rather than half-hour show.
- Evening rather than daytime show.
- Staying with the same show for a long period of time.
- Use of the show's star in commercials.
- Use of the sponsor's name in the title and on camera during the show, on the curtain, etc.
- Scheduling of single-product rather than multiple-product commercials.

But none of these, Mr. Norman said, is as important as the show itself and the climate it creates for the selling message.

Robert B. Rogers, Trendex exec vp, termed the NC&K study very interesting. He said the sponsor rating might be a good antidote for the "cost-per-1,000 mania which sometimes reaches ridiculous proportions." The sponsor rating should be of great interest to advertisers, he added, unless they just want to be "entertainers."

No comment was forthcoming from Trendex on the reasons for the generally poor showing of many high rating shows on SI (AA, April 6), but the research company may be keeping its theories to itself for diplomatic reasons.

As to Mr. Norman's puzzlement over why sponsor identification figures aren't used more, industry sources think there may be two very good reasons for it—agencies and networks. The networks have no desire to give added stature to a measurement which deflates the audience reached by the sponsor. And no agency wants to go to a client and call attention to how bad a job its commercials are doing.

■ The networks instead like to talk about such things as mammoth ratings and low cost per thousand. American Broadcasting Co. this week was talking about the latter.

Its latest research bulletin lists the top ten network shows in terms of cost-per-1,000 per commercial minute, as figured by Nielsen for January and February:

1.	Wagon Train (National Biscuit, R. J. Reynolds, Ford, NBC)	$1.64
2.	Maverick (Kaiser, Drackett, ABC)	1.70
3.	Lawrence Welk (Dodge, ABC)	1.73
4.	Rifleman (P&G, Ralston, Miles, ABC)	1.77
5.	Sunday News Special (Whitehall, Carter, CBS)	1.80
6.	Gunsmoke (Remington-Rand, Liggett & Myers, CBS)	1.87
7.	Wyatt Earp (General Mills, P&G, ABC)	2.00
8.	Real McCoys (P&G, Sylvania, ABC)	2.00
9.	Price Is Right (Speidel, Lever, NBC)	2.02
10.	Sugarfoot (various sponsors, ABC)	2.04

In this field of combat, the rough and ready westerns shaded the warm and friendly easterns by placing six on the top ten. #

Becomes Atkinson-Coker

Harry Atkinson Inc., Chicago, has changed its name to Atkinson-Coker. William G. Coker, who joined the agency in 1949, becomes exec vp of the agency.

CONFIDENCE

is a fact of LIFE

HOW ADVERTISERS RANK NATIONAL MAGAZINES

Rank	Magazine	Total Advertising Revenue
1	LIFE	$26,800,058
2	Saturday Evening Post	19,597,481
3	Time	10,390,763
4	Look	9,343,422
5	Ladies' Home Journal	7,360,518

Source: P.I.B., 1st Quarter, 1959

The confidence in LIFE expressed by advertisers is paralleled by the confidence of retailers, who again have named LIFE top brand in the magazine field—by tieing in with LIFE in their own newspaper advertising *6 to 1 over the next leading general magazine.*

Such confidence comes naturally when you consider LIFE's readers. Aware and imaginative, they're active participants in the business of living and buying. 32,000,000 strong, they turn to LIFE each week for news of the world and of products for better living.

Their confidence in LIFE leads to confidence in the advertising in LIFE which in turn leads them to the stores week after week.

THE CHRONICLE MEANS THE WEST

Represented by Sawyer Ferguson Walker